

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXLVI, No. 8 NEW YORK, FEBRUARY 21, 1929

10c. A COPY



## *Cannon Sheets receive royal reception*

WHEN color came into the modern bedroom it opened new vistas to forward-looking manufacturers. To Cannon Mills, Inc., the world's largest household textile manufacturer, sheets suddenly assumed new importance. They sensed the summons of opportunity and saw a new outlet for their skill.

In June, 1928, Cannon Mills introduced to the trade three types of sheets—all made in white and six pastel colors—each the outstanding leader in its class. Cannon Lavender Lawn, top-grade, scented with Yardley's Old English Lavender, was manufactured to be the finest sheet in the world.

As told by Advertising Headquarters the story of Cannon sheets, elegant in the new fashion sense of the word and perfectly styled, is a story of smartness.

Publication of the news of Cannon Lavender Lawn, regally packaged and labeled, resulted in national distribution in an incredibly short time—and an enthusiastic reception by women who have known and used Cannon towels—satisfying proof of "what's in a name."

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO

# Half-a-Million *Personal letters*

from the folks who live in  
**"AGROPOLIS"**

What metropolitan newspaper in the world can show such a high percentage of response from its readers?

What general magazine corresponds with so large a proportion of its readers?

Yet readers—people who live in "AGROPOLIS"—sat down and wrote more than 500,000 letters to Standard Farm Papers last year. This gives a clear picture of the interest with which Standard Farm Papers are read.

"AGROPOLIS" is rural United States. . . the other half of America's great market for advertised merchandise. The most prosperous portions of "AGROPOLIS" literally are blanketed by these 15 leading agricultural publications—The Standard Farm Papers—listed below. Each is locally edited. Each offers the opportunity for localized advertising to the most responsive market that there is.



*Your sales problem is national—but your dealer's is always local—The Standard Farm Papers meet both!*

Missouri Ruralist  
 The American Agriculturist  
 The Wisconsin Agriculturist  
 The Breeder's Gazette  
 Pennsylvania Farmer

The Prairie Farmer  
 Ohio Farmer  
 Wallaces' Farmer  
 The Progressive Farmer  
 Pacific Rural Press

The Nebraska Farmer  
 Kansas Farmer  
 The Farmer, St. Paul  
 Hoard's Dairyman  
 Michigan Farmer

## **The STANDARD FARM PAPER UNIT**

*One order—one plate—one bill*

WALLACE C. RICHARDSON, General Manager

CHICAGO

Courtney D. Freeman, Western Manager  
 307 North Michigan Avenue

NEW YORK

Willard R. Downing, Eastern Manager  
 250 Park Avenue

San Francisco, 1112 Hearst Building



# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXLVI

NEW YORK, FEBRUARY 21, 1929

No. 8

## From Zero to National Distribution in Sixty Days

The Complete Story of How an Idea That Originated in the Home Was Investigated, Developed, Marketed and Advertised

By Dan Gerber

Gerber Products Division, Fremont Canning Co.

HAD it not been for the fact that I have two small children of my own who have comparatively recently passed through the strained vegetable feeding period of babyhood, it is doubtful if Gerber's Strained Vegetable Products would be on the commercial market at the present time. It is even still more doubtful if the commercial product would be available had not my interest in the idea in connection with my children coincided with the fact that the canning industry was and is my field of activity.

Having noticed the amount of time and effort required properly to cook and strain vegetables for the babies' feeding at home, I did what appealed to me at the time as merely a logical matter and prepared at the Fremont plant of the Fremont Canning Co. a sufficient supply of the product to take care of my own family's requirements. The great convenience afforded by these products naturally resulted in my giving more attention to the question whether such products offered a commercial possibility. I

do not regret at all the fact that over a year and a half passed between the inception of the idea and the commercial production of the product.

My first serious investigation of the field disclosed the fact that some effort was already made to

establish such products commercially.

The matter of greatest interest to me at this time, however, was the abundance of literature on the feeding of children which, during recent years, has been circulated to mothers by women's magazines of the better type, general magazines, newspapers, and in other ways. A general acceptance by mothers of the position of strained vegetables in the baby's diet, and a general recognition by mothers of the

*THERE are undoubtedly thousands of men in this country today who are carrying around in their heads ideas which could be developed into profitable businesses. Unfortunately, few of these ideas will ever see the light of day because the chasm between the origin of an idea and its development into a marketable commodity is so difficult to bridge.*

*This article tells how an idea, conceived in the home, was nurtured until it became an advertised proposition. It should furnish help and inspiration to all who have ideas but do not know what to do with them.*

improvements in canning methods in recent years seemed absolute prerequisites to any chance of the commercial success of such a product.

With such preliminary assurance on these points, our next step really consisted of seeking the advertising agency with which we wanted to complete the details of

the further development of the product. Here, again, we felt inclined to take our time for a number of reasons. One that is good enough in itself perhaps is the fact that the product is a specialty with a market that is necessarily thin, and because of its nature called for a certain attitude on the part of the agency to be selected. I wanted the agency, briefly, to be interested in the project because of its nature as I had found it interesting to myself.

The conduct of the preliminary investigation and tests of the product were handled from this stage by our advertising agency. Work on the trade-mark problem was conducted over a period of two months, during which time other preliminary investigation work was also in progress. The trade-mark finally adopted represents an apparently simple solution of what had developed into a rather intricate problem. The validity of the solution has very palpably contributed to acceptance of the product in domestic, commercial and professional circles.

This period of investigation naturally covered various fields of approach to the problem. There was first the obvious effort to arrive at some accurate concept of the total market by analyzing typical cross sections.

Then, correspondence was developed and maintained for a period of three or four months with editors, domestic science institutes, and the directors of the established institutes awarding seals of approval on tested products in this classification.

In addition to these investigations, which combined commercial and technical phases, a purely technical canvass of medical opinion was made in order to determine whether or not general practitioners and pediatricians as a class were in agreement with the favorable attitude toward the product

expressed by outstanding national figures in pediatrics whose opinions on technical questions were sought individually.

In order that the investigation in these different directions might be as complete as possible, we supplied our advertising agency at this period with finished samples of the product wrapped with a special

## Pediatricians

*will welcome these Specially Prepared, Strained and Ready-to-Serve Vegetables for Young Children*

**T**HESE enthusiastic responses experienced by the new Gerber Strained Vegetable Products wherever samples have reached professional hands confirm as a strong reward to the months of effort spent in planning these new vegetable products for young children.

With absolute safety and accuracy, Gerber's Strained Vegetable Soup and Strained Spinach, Carrots, Peas and Potatoes meet the daily problem of baby's vegetable feeding. They provide a delicious variety for a well-balanced schedule—such as vegetables A-B-C. They are being made available to mothers as rapidly as demand can be offset through trading process in each community—2½ for the 1½ c. tin, tin of Strained Vegetable Soup, and 1½ for the 7 c. tin, tin of Strained Vegetables.

These products are cooked and strained—Gerber's Strained Vegetables contain most of the valuable mineral salts and vitamins elements lost in rapid cooking at home. Blending with fresh and carefully selected products, and with every facility for proper preparation, they not only offer mothers a direct saving in money, and the saving of many hours of tedious cooking time—but provide a most wholesome and delectable uniform product for the baby's new consumption. Simply prepare, control and packed—mothers need not be high temperature.

To the practicing physician, the new Gerber's Strained, Unsweetened Vegetable Products bring the assurance of uniformity of material and preparation, and contribute to the most systematic observation by the mother of the vegetable feeding schedule presented. We will gladly forward samples of the new products in response to inquiries from professional sources.



PEACE WITHIN REACHING—Gerber's Strained Vegetable Products may also prove useful to you in conditioning, feeding, and other special diet cases.

**Gerber's**  
STRAINED VEGETABLES

Let us send you samples for your own examination.



**Samples Are Offered in Advertisements Appearing in Professional Publications**

sample label for identification.

In addition to securing editorial opinion regarding the attitude of mothers, preliminary testing of the idea in this direction was done by direct questioning, and through the mailing of questionnaires to two representative groups of women. It is perhaps of interest to remark at this time that the only inducement offered mothers for filling out this questionnaire was one sample of the product. The questionnaire itself covered two pages and consisted of nineteen questions. The length of the questionnaire, and the rather technical nature of the information requested on specific points of practice in infant care



Tom Masson  
Basil King  
Homer Croy  
Edgar Guest  
Roger Babson  
S. Parkes Cadman  
Margaret Widdemer  
William L. Stidger  
Honore Willsie Morrow

*are writing for the*

**NEW**  
**CHRISTIAN HERALD**

**419 Fourth Avenue, New York**

**GRAHAM PATTERSON**  
Vice President

**J. PAUL MAYNARD**  
Advertising Manager

were such that we were advised by outside sources that the questionnaires were impracticable. Actually, 9 per cent of the questionnaires were returned. These returns provided us with material of definite value.

Considering the fact that children under five years of age constitute less than one-tenth of the total population, and that the homes to which these questionnaires were sent were deliberately not limited to homes in which young children were known to be, we feel that the return of 9 per cent on the total was in the nature of an index to the same relatively high degree of receptivity toward the product that had been exhibited in professional and technical circles.

We were anxious to know how much mothers knew regarding the care and feeding of a baby. We were anxious to know what attitude had been taken by their physicians in prescribing strained vegetable feedings. We wanted to know in detail how these feedings were prepared, how often and when, and in what quantities they were used.

We were particularly anxious to have a truthful reflection of the attitude of mothers in general toward the acceptance of a canned product. Without directly asking for this attitude, the nature of the questionnaire was such as to reflect the true, rather than conscious, attitude.

#### *Where the Idea Came From*

The idea, to check back for a moment, originated in the spring and summer of 1927 in my home. The conclusions drawn from the professional, the periodical, the market and the consumer investigations were definite enough by mid-summer of 1928 to enable us to plan for the packaging of the product. By this time, the nature of the assortment we would pack, the cooking period to be used for each product, and size of the package most acceptable for each product had been definitely established by the investigations. The label idea was completed, and we met with our advertising agency in August

for the selection of the test cities to use in a preliminary introduction of the product.

At this point only did we speculate. The speculation was one that did not involve the product in any way, but merely the hazard of our own advertising dollars.

In brief, the advertisements produced for the test campaign and the test campaign idea itself were discarded. We did this because we felt that on the basis of the law of averages, the results secured through investigation in the different avenues of approach appeared to be of as definite value as any conclusions that could be drawn from the results of a test campaign. Also, time had become a factor at this point. The nature of our distributor organization and other factors caused us to feel that the time consumed in a test campaign would not supplement the information already available in an important enough degree to be worth while.

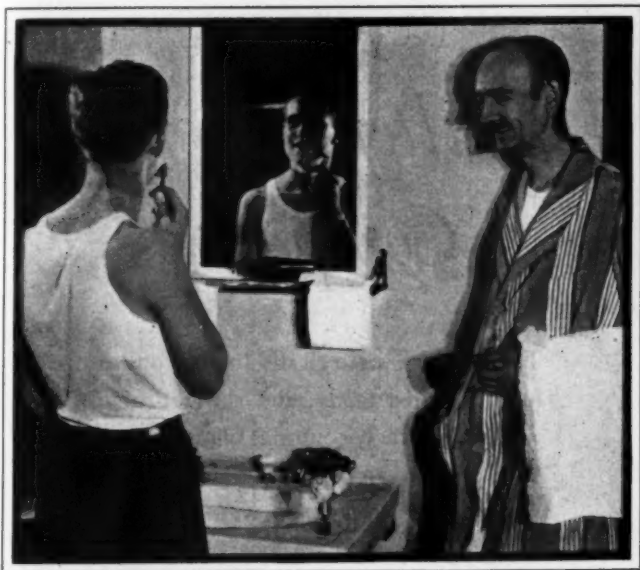
At this point it is also necessary to bear in mind that the Fremont Canning Co. has been in business for a considerable term of years. Its regular canned food products are distributed through a brokerage organization covering the United States. The Gerber Products Division, especially organized for concentration on the Gerber Strained Vegetable Products was, therefore, merely a new department in an established concern. At the time of our decision to save the time involved in a test campaign, however, our brokerage representatives on our regular line, through whom we planned to distribute the new product, had not yet been advised in any way of our plans or of the nature of the product.

Our first two-thirds page advertisement for insertion in a woman's magazine was produced and had met its closing date over a month before we mailed our first letter to our brokerage representatives canvassing their attitude on the proposition. Supporting this letter was a digest of our findings.

The first response to the letter could roughly be classed in two divisions:

*(Continued on page 173)*

# It won't be long now! . . .



The down on Bucky Duncan's lip—it falleth as the gentle dew. Maybe he didn't need to shave just yet, but boys *will* be men. And now that he's started he'll have to keep it up, of course.

What instruments will he use? His father's, to start. But it won't be long before he acquires his own. Maybe he'll get a razor like dad's; maybe not. Mr. Duncan has been using the same soap for years. Some day Buck will come home with a new brand, and Dad will try it. He'll find he's out of talcum, too, and sample his son's powder.

Not only are the boys of Buck's age—the men in everything but years—using your products now

. . . but they're your greatest entering wedge to help you sell new things, better ways, to their elders. Boys are apostles of change; worshippers of modernism in merchandise.

500,000 fellows like this read **THE AMERICAN BOY** every month. 85% are of high-school age and older. Their own purchasing power is huge; their influence on their families' buying still greater. Start telling them *now* about your product, in their favorite magazine. May forms close March 10th.

*The* **American Boy**  
Detroit Michigan

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# *J. Walter Thompson Company*

Through five strategically located offices in the United States, and through nine offices in other countries which cover Europe and North and South Africa with equal thoroughness, we offer advertising agency service which has demonstrated its merit for many of the world's foremost advertisers, several of whom we have served for more than twenty years.

*Total population served by these offices is 556,809,000*



NEW YORK · *Graybar Building* · 420 Lexington Avenue

CHICAGO · *Wrigley Building* · 410 North Michigan Avenue

BOSTON · 80 Boylston Street

CINCINNATI · *Chamber of Commerce Building*

SAN FRANCISCO · *Russ Building*



LONDON · *Bush House* · Aldwych, W. C. 2

PARIS · 12 Boulevard de la Madeleine

MADRID · *Pi Y Margall* 9

STOCKHOLM · *Kungsgatan* 39

COPENHAGEN · *Axelborg*

BERLIN · *Schenker Haus* · Unter den Linden 39

ANTWERP · 107, Place de Meir

ALEXANDRIA · *Egypt* · 12, Rue Cherif Pacha

PORT ELIZABETH · *South Africa* · 72 Main Street

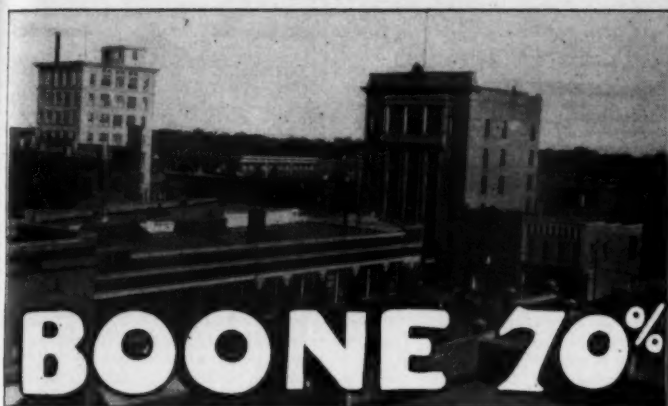
President, The Mennen Company

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**B**oone, Iowa (population 12,812) is 45 miles northwest of Des Moines. The Des Moines Register and Tribune is delivered by carrier throughout Boone.

70% of the families in Boone are Register and Tribune subscribers. This is a heavier percentage of coverage than many newspapers in large centers offer in their home cities.

## *The Des Moines Register and Tribune*

*Over 225,000 Daily Circulation*

Covers three markets, city - small town - farm

"The old Jim Henry, however, has been modernized. He is now a modern-type salesman whose job is to interview famous users of Mennen Menthol-iced Shaving Cream and then to report these interviews in our advertising. Following the 'young man' theme of this new campaign, Jim will present his interviews with such representatives of our famous younger men as Norman Rockwell, Casey Jones and Ben Bernie and many other notables who tell him of their experiences with Mennen Menthol-iced.

"Jim himself in these advertisements has little to say. He has come back a little older and a great deal wiser. Instead of writing the copy himself, he now lets the other fellow do the talking and with pencil and pad takes down what the interviewed has to say about our cream. The familiar Jim Henry signature is back again, too, as part of the heading in each advertisement."

One of these headlines to which Mr. Mennen refers, for example, reads: "Norman Rockwell tells Jim Henry," the headlines of the other advertisements being similar.

Underneath this caption is run a photograph of Jim at the job of interviewing, while the legend beneath the photograph is tied up with the occupation or profession of the man interviewed. For instance the legend of the advertisement in which Jim interviews Casey Jones, president of Curtiss Flying Service, reads: "We flyers vote for cool heads and cool shaves."

Then follows a dialog in which Jim Henry as the interviewer says to Mr. Jones: "Before you take off, Casey, I want to ask a question. What do you think of our new idea of Menthol-iced Shaving Cream?" To which the interviewed gives his reply duly reported by Jim. After the dialog, follows copy which carries out the young man keynote of the campaign and refers to dermuration; the scientific copy angle which Mennen has been using previously, and which has been superseded in this campaign by Jim's work in building up good feeling toward Mennen products.

Jim's work does not concern only consumer advertising. He is put on the job in all other Mennen advertising. In the business-paper series he interviews prominent druggists, chain-store men, jobbers, etc., and gets information from them about the Mennen line. He has also written the salesman's portfolio and he writes to the trade, to the salesmen, etc.

It will be noticed in these advertisements that although Jim has been made a real person his photograph never reveals him fully. Just enough is shown to suggest the type which the new Jim Henry represents. It is of historical interest to know that in the early days when the mythical character of Jim was first introduced in Mennen advertising—Jim made his first appearance in March, 1915—photographs were used but these were abandoned later in order not to fix too definitely on one type. It was felt that Jim's character should be kept flexible. This new photographic treatment of Jim maintains this opportunity for further change.

Jim is modern now and it is not out of place to wish him success in his new job.

### D. A. Chase, President, George Frost Company

Donald A. Chase has been elected president of the George Frost Company, Boston, manufacturer of Boston and Velvet Grip garters. He was assistant to the late Charles Sumner Bird for nine years previous to Mr. Bird's death. He also served as comptroller of the Bird companies.

George B. Glidden, vice-president, becomes chairman of the board of directors. Leslie M. Woodworth, formerly of the Hood Rubber Company, has been elected secretary and treasurer.

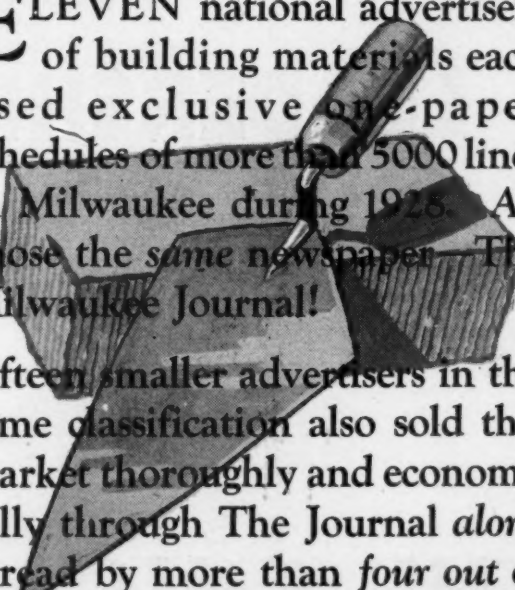
### Appoints Batten, Barton, Durstine & Osborn

The Art Metal Works, Inc., Newark, N. J., has appointed Batten, Barton, Durstine & Osborn, Inc., to direct its advertising account. This company manufactures more than 12,000 novelty items including the Ronson Lighter on which an advertising campaign will be started immediately. Campaigns are planned also for the Ronson Perfumist, a new perfume atomizer and for a new non-liquid lighter fuel which Art Metal Works, Inc., is about to introduce.

Thorough Trading Area Coverage at One Low Advertising Cost!

# Building On Bed Rock!

**E**LEVEN national advertisers of building materials each used exclusive one-paper schedules of more than 5000 lines in Milwaukee during 1928. All chose the *same* newspaper—The Milwaukee Journal!



Fifteen smaller advertisers in the same classification also sold this market thoroughly and economically through The Journal alone—read by more than *four out of every five* Milwaukee families.

**THE MILWAUKEE JOURNAL**

**FIRST BY MERIT**

January Net Paid Circulation—169,363 Daily—220,123 Sunday!

# RELIGIOUS EDUCATIONAL LEADERSHIP



## THE CHICAGO

*Chicago's Home*

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**ADVERTISING  
REPRESENTATIVES:**

NEW YORK  
J. B. Woodward  
110 E. 42d St.

CHICAGO  
Woodward & Loeb  
360 N. Michigan St.

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MEMBER OF THE 100

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**The leadership of The Chicago Daily News in educational and religious advertising indicates its influence with home readers. Its total of 74,930 aggregate lines of school advertising in 1928 led the next daily paper by 15%. Its church advertising, 64,921 lines, exceeded all other papers combined. The readers of this advertising are good prospects for all advertising.**

# GO DAILY NEWS

*Home newspaper*

CAGO  
d & Kel  
higan A

**DETROIT**  
Woodward & Kelly  
408 Fine Arts Bldg.

**SAN FRANCISCO**  
C. Geo. Krogness  
303 Crocker 1st Nat'l Bank Bldg.

THE 100 GROUP OF AMERICAN CITIES



*Your  
Advertising is judged  
also by the paper it's in*

Your advertising message is enhanced in the eyes of Detroiters when it appears in The Detroit News, for to Detroit people The News is synonymous with public interest and civic enterprise. For 56 years The News has been the home newspaper of Detroit—the one paper that has to be seen for a complete knowledge of civic and world affairs. The News occupies the singular position of having been either first, second or third in advertising in America for 15 years, largely because to a vast majority of Detroit people it is the only newspaper that touches their lives. For this reason also The News prints more advertising than both other Detroit papers combined. It is profitable to be in The News.

# The Detroit News

The HOME newspaper

New York Office:

I. A. KLEIN, 50 E. 42ND ST.

Chicago Office:

J. E. LUTZ, 6 NO. MICHIGAN AVE.



# How to Create Consumer Interest in Basic Materials

Some Merchandising Lessons to Be Drawn from an Advertising Program in Behalf of Oak

By G. A. Nichols

**W**HY oak? What possible difference can it make to a person whether the furniture in his home is of oak or something else that looks and wears well? Why should he concern himself about the trimmings of the church in which he worships, the make-up of the floor he walks on, or of the desk where he works every day?

The Hardwood Manufacturers' Institute, of Memphis, is carrying on a general advertising program to secure affirmative answers to these and other leading questions. Years ago, the consumer accepted oak as naturally as he eats bread and drinks water; but later it fell from grace, and great was the fall thereof. The fall came about, however, with so little noise and ostentation that merchandisers—even including hardwood manufacturers themselves—neither knew its full extent nor could account for it.

But now oak is coming back; advertising, it seems, has not lost its performing power—when sufficiently applied on the right basis. There is, though, a long road yet to travel. Only a comparative few manufacturers have as yet seen the vision and caught the spirit of this modern educational effort—an exceedingly difficult effort because of the inexorable fact that the general public has little interest in basic or raw materials. It is hampered by the consideration that demand for commodities is determined by the ultimate user, who considers only price, appearance, style and utility of the finished article.

The campaign this organization is carrying on had its inspiration in the rather alarming fact that the per capita consumption of hardwood lumber declined from 117 feet in 1909 to 55.2 feet in 1926—a decrease of 81.8 feet in seventeen years. Many uninformed people think this is due to a near exhaustion in the supply. That is

absolutely untrue.

The decline is not in the product, but in the demand. Up to a couple of years ago it might be said that oak had gone out of fashion—and all because its producers had depended upon it to sell itself and had made no intelligent effort to create and

increase consumer

acceptance for it. The Hardwood Manufacturers' Institute has made a beginning in the work of correcting the condition. "Some oak producers," said J. H. Townshend, executive vice-president of the Institute, "had the courage to start even when they were in the minority—the number, happily, is now growing—and proceed on the principle that only by advertising, national in scope, could present demand and future security be firmly established. Our program has not yet reached that height, but we think it will; it is growing; it is proving conclusively that demand for oak can be revived in a big way through printed salesmanship on a commensurate scale.

"One illuminating instance of this effect that good advertising can have is shown by the fact that through the workings of a comparatively small fund voluntarily contributed by a few far-sighted producers, oak in two years has

***T**HERE are times when a basic commodity goes out of favor through no inherent fault or weakness. That is the situation in which oak found itself. How this industry is achieving a comeback ought to interest every other industry making a product which has lost the favor of the trade or the public.*

again been made a factor in furniture production. And the natural by-product of this has been a stimulated interest in oak trim and floors.

"When we released our first series of advertisements for this purpose, we were virtually shooting at the moon, because none of the furniture manufacturers cared to discuss oak. As far as our information can be confirmed, there are today about forty manufacturers now working in oak, which is quite a contrast to the situation two years ago.

"To bring this about we inspired new designs and sponsored modern, dark-finish treatments. The move, which was more or less experimental, convinced us thoroughly that the shortest route to national selling is through consumer acceptance. And, beyond all else, it showed us that any successful effort to increase the consumption of hardwood lumber must be founded upon a reasonably logical appeal to the final consumer.

"And now, fortified by this experience in the furniture field, we are undertaking a program embracing all factors of distribution and demand, including architect, builder, artisan, manufacturer and dealer, as well as the consumer."

The presentation to the consumer was a series of advertisements in behalf of "Renaissance Oak—the American reincarnation of the sovereign wood." The advertisements showed, room by room, how oak lends itself satisfyingly to individual interior beauty.

The reader was invited to send in a tear-off coupon asking for a copy of a beautifully printed brochure of 72 pages containing many suggestions for the home of individuality—and also asking "Please direct me to the local renaissance shop." The coupons were sent to individual dealers or to the manufacturers direct. They were made, too, the theme for advertisements to both. Eventually the idea took hold, and both manufacturers and dealers equipped themselves to meet a demand that they did not know existed.

All this opened the way for the present effort, now under way,

which will appeal to the widely varying classes mentioned by Mr. Townshend. It will include a year's effort in twenty-six publications. One presentation will be to architects.

"No elaboration is needed as to the place of the architect in the scheme of building or remodeling. It is important that he be accurately informed upon the merits of oak and particularly its tradition in noteworthy architecture. Many of the young men who have entered the profession in the last ten years consider oak an obsolete medium," Mr. Townshend says. "Newer woods," made more refreshing and desirable by advertising, command their interest. We are going to tell them better.

### *Tradition To Be Stressed*

"Part of the campaign to architects will stress the tradition of oak in church work, pointing out that as there is an awakening to the need of churches of worshipful atmosphere, and as the quest for this element inevitably leads to the Gothic beauties of the Old World, oak is the one correct medium for recreating the form as well as the spirit of this magnificent ecclesiastical architecture.

"Through two national publications serving the building and allied groups, the merits of oak and the tradition of oak woodwork and floors in English and French architecture will be carried to approximately 175,000 prospects. Among these are contractors and builders, building supply dealers, architects, engineers and master carpenters. We also will appeal to speculative builders, who are alert to construction improvements that will enhance the market value of their projects.

"Manual training schools and amateur craftsmen make up a sizable market. The potential value of the student is incalculable. The man with a hobby for working in wood can be taught to get new interest out of his recreation by fashioning oak pieces from historic prototypes which have a modern decorative and utilitarian service. This tends to increase the appreciation of oak furniture, and also helps the cause of oak as a

whole. In advertising to this group we offer (at a profit to us) a special booklet containing drawings and specifications to enhance interest in oak.

"As a means of constantly reminding the furniture manufacturer of the new sales being developed by oak consumer advertising, a series of pages is included in two publications devoted to the furniture manufacturing industry. The dealer is the connecting link between the manufacturer and consumer. It is equally important that he be familiar with the educational work being done and his intelligent co-operation won. For that reason leading retail furniture journals also will carry consistent copy. Another good reason for carrying the oak message to the retail trade is the fact that other furniture woods use these publications to keep their story fresh in the minds of the dealers.

"In our advertising to the consumer we have divided our effort into what we call the class group, the small-home market, the woman's class market and the woman's mass market. In the class group we list periodicals devoted to home beautification and appealing strictly to class, the majority of their circulation being in homes having incomes of upward of \$10,000. Architects and interior decorators also comprise a good percentage of their readers.

"To develop the small-home market, we shall use a magazine whose circulation is largely confined between the \$2,000 to \$5,000 income brackets. It affords an excellent market for oak, since the circulation represents typical American homes, made up of 'handy men' who do their own remodeling work and wives who are thrifty and to whom the sturdy service of the furniture will appeal. This is a market highly receptive to suggestions for home beautification, offering an excellent opportunity for promoting greater use of small paneled oak effects, fireplace oak paneling, or other limited use, but none the less enlarged demands for 'sovereign wood.'

"The woman's class market will be reached through a periodical

representing the great middle class, urban market of America, women of the highest type of intelligence, who are intensely interested in good housekeeping and who buy for quality as well as for style.

"Three periodicals will be used to develop the woman's mass market. Whatever duplication in circulation there may be is offset by the system of rotation provided for in our schedule.

### **People Do Read During Vacation**

"Our use of these and all the other magazines will be on an all-the-year basis. The notion of diminished magazine readers during vacation months has no foundation in fact. Indeed, it is obvious that during leisure periods there is more interest in magazine reading, even assuming that most of our country's population all take their vacation at the same time, and have a month or more to play in. Granting that there is some decline in seasonal advertising during certain midsummer months, there is even better chance of favorable position at this time. This decline, if any, is due largely to the spasmodic advertiser who uses every excuse to interfere with continued effort then wonders why his efforts are so barren of results. As a matter of fact, the conspicuous advertising successes schedule their insertions twelve months in the year. Some of our best results have come from midsummer copy."

The Institute will advertise also to business men to interest them in better offices. Two factors have been responsible for the decline of oak in the office furniture market. There is the change in taste to darker effects and the failure of office furniture manufacturers to recognize the necessity for a change in finish treatments. And then there is the aggressive selling conducted by the metal equipment people, who have emphasized the fire resistance, strength and endurance of their medium. Each month for twelve months messages will alternate in certain trade publications, based on the prevailing tendency to make the "eight-hour homes" livable and inviting. The warm character of oak, its hardi-

ness and endurance, its air of solidarity and its admirable rich, brown tones in the "Renaissance Oak" effects will be featured.

No; people do not care about oak as oak, no more than they do about iron, tin or any other basic product. But they can be made interested in what is *built* out of oak, and can be influenced to demand oak on that basis. This is even better, in a merchandising way, than would be an emotional or a sentimental interest—if such could be created, which it can't.

### Does Color Make a Valid Trade-Mark?

THE HOOVER COMPANY  
NORTH CANTON, OHIO

Editor of PRINTERS' INK:

Quite some time ago I read an article which was entitled "Color as a Trade Mark." I have been unable to locate the periodical in which this item was printed but believe it to be PRINTERS' INK.

I would greatly appreciate it if you would be kind enough to advise me whether or not this article appeared in PRINTERS' INK and if so in which volume the article appeared.

JOHN A. MARZALL.

A RED band at the top of fence posts has been ruled to be a valid trade-mark by the Patent Office. Spotted lines on fire hose have been held registrable by the same authority. But the application of green paint to half of an ordinary asphalt-coated fence post was found by the Patent Office to be merely a protective and decorative medium and therefore not a valid trade-mark.

There is only one answer to the question: Does color make a valid trade-mark? That answer is: Yes it does—sometimes.

We realize that is not a very helpful answer. Unfortunately, it is scarcely possible to be more explicit. The line of demarkation which divides what constitutes valid and invalid trade-mark usage of color is too vague, too shifty, to permit one to put his finger on it and say: When you use color this way in a trade-mark you will be able to protect the mark, but when you use it in this other way

you will not be able to secure protection.

Perhaps the best that can be done is to lay down this rule: Where the color is arbitrarily placed and arbitrarily used—where, in other words, it is not considered as a decoration or as a functional part of the product—the mark will probably receive the blessings of the powers that be. But if the color is used as decoration, or as a necessary part of the product, it's thumbs down.

The reason for this rule is easily found. A trade-mark is supposed to be "a fanciful and arbitrary device." Obviously, if the usage of the color is such as to constitute a decoration or if it serves a functional purpose, it is not "fanciful and arbitrary."—[Ed. PRINTERS' INK.]

### J. F. O'Brien Joins George Weston Biscuit

James F. O'Brien, until recently vice-president and director of sales of The Kellogg Company, Battle Creek, Mich., has joined the George Weston Biscuit Company, Inc., Watertown, Mass., as vice-president and general manager. He has also been elected a director of the George Weston Biscuit Company of the Dominion of Canada. For a number of years Mr. O'Brien was in charge of the New England business of the Kellogg company.

### To Advertise New Cellulose Product

The International Paper & Power Company, New York, has appointed the New York office of Blackett-Sample-Hummert, Inc., to direct the advertising for Veldown, a new sanitary pad. Beginning in March, a newspaper campaign will be run in cities where distribution has been established. The campaign will be extended to include magazine copy which will appear some time about the middle of the year.

### Kathleen Mary Quinlan Ac- count to Porter-Spohn

Kathleen Mary Quinlan, New York, toilet preparations, has appointed the Porter-Spohn Company, Inc., advertising agency of that city, as advertising counsel. Newspaper rotogravure and magazine advertising will be used.

### Owl Drug Account to Lord & Thomas and Logan

The Owl Drug Company, San Francisco, has placed its advertising account with Lord & Thomas and Logan.

## Decidedly a *home* newspaper—

Without recourse to theory the Chicago Evening American is established as a *home* newspaper by the facts below, derived from *The Chicago Evening American Market\**:

*\*The Chicago Evening American Market* is a presentation of tabulated facts gathered in a great survey of Chicago, independently conducted under the financial sponsorship of this newspaper. Disclosure in one of several forms of the vital facts of the survey to agencies and advertisers at their offices, may be arranged directly with this newspaper or through any of its offices or representatives.

1—There are 806,647 families in Chicago (as of September 30, 1927—this figure thus proves a conservative basis of calculation).

2—722,836 of these families regularly receive daily newspapers in their homes.

3—81% of these families—585,545 of them—regularly receive evening newspapers in their homes.

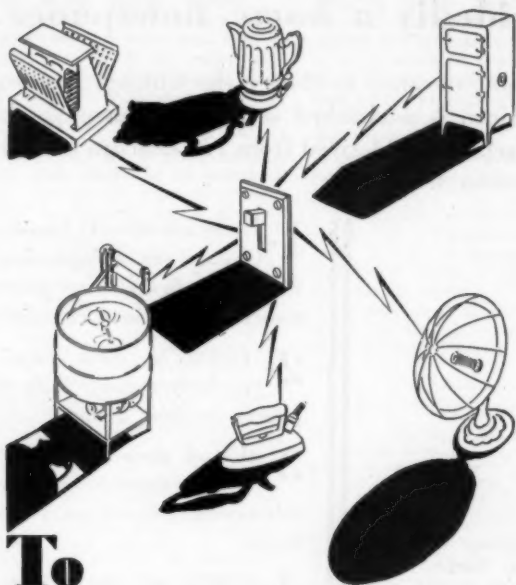
4—58.80% of these evening newspaper-reading families—344,357—regularly receive the Chicago Evening American in their homes.

5—These 343,357 families who regularly read the Chicago Evening American at home comprise 47.63% of all Chicago families regularly receiving any daily paper at home.

# CHICAGO EVENING AMERICAN

a good newspaper

One of the 28 Hearst Newspapers read by more than twenty million people—Member of International News Service, Universal Service and Audit Bureau of Circulations.



## To Manufacturers of Electric products for the Home

**H**ERE, in the New York Market, you have the most highly concentrated electrical goods market in America.

Over 1,500,000 homes are wired for electricity—about 10% of all wired homes in America concentrated in a compact 50-mile area!

One-third of these wired homes are in Brooklyn where the Evening Journal alone has a

circulation nearly as great as the three largest Brooklyn newspapers combined!

Another third of these wired homes are in the suburban and semi-suburban territory where the Evening Journal has more than **DOUBLE** the home circulation of the next largest standard New York evening newspaper—and more than any 6-day standard New York morning newspaper.

And in **NEW** homes the New York Market outstrips the country. 20% of all the building construction in the United States during 1928 was concentrated in the New York area—and 55.5%, or over \$863,276,000, was for modern residential buildings invariably equipped for modern electrical products for the home.



You can reach the greatest possible number of these wired homes, most effectively and most economically, through the one, *dominant*, home-going evening newspaper—the greatest sales-producing factor in the world's richest market for all types of products for the home.

That one evening newspaper is the New York Evening Journal.

## NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read  
by more than twenty million people*

<b>CHICAGO:</b>	<b>DETROIT:</b>	<b>NEW YORK:</b>	<b>ROCHESTER:</b>	<b>BOSTON:</b>
Hearst Building	Book Tower Building	9 East 40th Street	Temple Building	5 Winthrop Square

*Member of International News Service and Universal Service  
Member of Audit Bureau of Circulations*

Even the Detroit Times covering 3 out of 4 homes in Detroit can hardly give you "complete" coverage of a market as big as Detroit which now has over 1,700,000 population—and yet we are carrying more local and national advertising than any time in the history of the Detroit Times.

*"The Trend is to The Times"*

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# Flattening Seasonal Peaks

When Working on This Problem of Seasonal Selling It Is Important to Remember That Without Peaks There Could Be No Valleys

By E. E. Doane

Vice-President, Charles A. Eaton Company

**EVERY** business man loves an active selling season. The surge of orders and the crowded stores give us the well-known kick, just as we get a kick out of any sudden stimulation. Then comes the "morning after"—the depressing period of dullness.

Many manufacturers, wholesalers and retailers are just about breaking even. They make money during part of the year, they lose money during part of the year, and at the end of the year the books show no profit. They may claim that this result is caused by the dull seasons, and such a claim would be difficult to dispute, but why not blame the intensive selling seasons? Without peaks there could be no valleys.

If a manufacturer were doing a steady business of exactly \$1,000 per day every day, he would maintain an organization of exactly the proper size to handle that volume of business. His cost figures would be definite and reliable, and his estimated profit would be his actual profit.

Now let's suppose that the character of this business changes and becomes seasonal. Instead of doing a steady business of \$1,000 per day, the manufacturer does a business which amounts to \$1,500 per day during eight months of the year, and during the other four months he does practically no business. In order to handle the increased volume of business during eight months, it is necessary for the manufacturer to increase the size of his organization and manufacturing facilities. This means increased expense during the entire year. And the yearly volume of business is the same as before.

How would you solve that problem? Increase your selling prices? Perhaps, unless some smart competitor found a way to keep his

factory going steadily during the entire year, and therefore found it unnecessary to increase his prices.

I am in the shoe manufacturing business, making men's shoes only. Our industry has experienced a peculiar change. It has steadily grown less seasonable. A few years ago, all men habitually bought a pair of oxfords in the spring and a pair of high shoes in the fall. Now they wear oxfords the year around. This change in custom has turned a business which once was entirely seasonable into one which is now only partially seasonable.

## *Waiting for the Old to Return*

A shoe manufacturer makes nothing but shoes, and the average shoe retailer sells only shoes. You might suppose that both would welcome this new situation which has flattened out the selling peaks of the shoe business and produced a more steady flow of business; but human beings are creatures of habit. I suppose there is nothing in business so difficult as changing our methods of operation. We hate to abandon the systems which we have developed. Many people in the shoe business are still talking about bringing back high shoes, in order to re-establish the old order of business. This isn't so strange. In all lines of business there are men who are waiting for customs to change back to the old system, which they themselves have never abandoned. Such a man is to be pitied. He sees the changes all about him, but he is ensnared in a spider-web of tradition and habit which holds him fast.

It is not an easy matter for an entire industry to change its habits. For years, shoe manufacturers had sent salesmen into their territories each September with a line of spring samples. By the end of November, the 'spring orders

were all booked; the factories started making the shoes; and the salesmen were all set for a pleasant three-months' vacation. In March, the salesmen started out with their fall samples, and by the middle of June they had finished selling, with nothing more to do until September. This was a pleasant system for the salesmen. They were able to do their entire year's business in six months, because retailers did all of their buying during those six months.

In order to understand this situation, you must bear in mind that men bought oxfords in the spring and high shoes in the fall; and the retailer was obliged to open up with a full line of oxfords in the spring and a full line of high shoes in the fall.

While the manufacturer was making up shoes to fill his spring orders, the factory was very busy; but after the spring orders were filled, there was a dull period of several months before it was time to begin working on fall orders. A similar dull period occurred after the fall orders had been filled. The year was divided into two busy manufacturing periods of approximately three months each, and two dull periods of three months each.

Then conditions changed. Consumers started the custom of wearing oxfords continuously throughout the year, which eliminated the spring and fall selling peaks in retail stores. Gradually, retailers came to realize that they must change their methods of buying. They were selling many staple styles steadily during the entire year, and they needed constant stock service from factories on these styles. Strange as it may seem, the manufacturers were very slow in responding to this need.


Many factories had operated stock departments for years. But here's the joker. The stock shoes were made, not with any idea of giving service to the retailer, but purely for the purpose of helping the factory to bridge over the dull period when there were no orders to fill. Usually, the manufacturer lost money on stock shoes, but not as much money as he

would lose by shutting down his factory. After the stock shoes had been manufactured, it was simply a question of getting rid of them to the best possible advantage, and as quickly as possible. No manufacturer would think of making stock shoes during the active manufacturing period. Stock shoes were distinctly a factory problem and considered only from the factory viewpoint.

Early in 1923, our company began to think along new lines—and I believe that we were one of the first to abandon the old system. It may seem strange that manufacturers of men's shoes were so slow in responding to the new demands of the business, but our company had been doing business along the old lines for more than forty years—and forty years is a long time. At any rate, we did change. We abandoned the practice of allowing salesmen to live in the neighborhood of the factory, and insisted that each salesman live in his selling territory and keep constantly in contact with his customers during twelve months of the year. We developed a new kind of stock system, known as the In-Process System, whereby our stock of sizes is now constantly maintained so long as a style is alive—and a style remains alive as long as it continues to sell actively, regardless of season.

#### *New Samples Twice a Year*

We still supply our salesmen with new samples twice a year, because there are some types of shoes like sport oxfords and heavy fall shoes which are distinctly seasonal, and we change some of the more staple styles each season to conform to the latest style trend. However, each new sample is shown to the retailer with the distinct understanding that it will be in stock and constantly In Process during his entire selling season. Instead of attempting to buy his entire season's requirements on a new style, the retailer orders a small run of sizes to be shipped to him at the beginning of his selling season, and then he continues to order sizes by mail during his selling season. On an old style which



# MISS ALICE GERSTENBERG

..... says  
 "Stage folk like Ashton Stevens, the popular critic of the Chicago Herald and Examiner. Audiences trust him. Playwrights respect his opinion. I read his column regularly."

Advertisers who want to completely cover this rich market, cannot afford to overlook the great audience represented in the 423,623 families daily and the 1,077,589 families Sunday who buy and read

## THE CHICAGO HERALD AND EXAMINER



\*A. B. C. Statement  
 for Six Months Ending  
 September 30, 1928.

J. T. McGiveran ..... Advertising Director

B. W. Compton  
 Western Adv. Mgr.,  
 315 Hearst Bldg., Chicago

E. M. Covington  
 Eastern Adv. Mgr.,  
 285 Madison Ave., New York

T. C. Hoffmeyer  
 Pacific Coast Adv. Mgr.,  
 625 Hearst Bldg., San Francisco

Member of The Audit Bureau of Circulations

ONE OF THE 28 HEARST NEWSPAPERS READ BY MORE THAN 20,000,000 PEOPLE



Miss Alice Gerstenberg

—author and playwright, is a pioneer in the Little Theater movement. Her 30 one-act plays number more than 3,000 performances in the United States and Europe.

he is going to continue, the retailer simply orders sizes as he needs them during the life of the style, regardless of season.

Now, from the factory viewpoint: Eight years ago, we were doing less than 10 per cent of our business on stock shoes. Now we are doing more than 90 per cent on stock shoes. We have in stock at the present time some styles which have been constantly in stock for five years, and during those five years we have enjoyed a steady flow of mail orders twelve months in the year. On new styles we are busy during six months of the year on retailers' initial orders which are placed with our salesmen, and during the other six months we are filling retailers' mail orders.

#### *Slow to Change*

We, like others, were slow to adjust our business to the changed conditions, but we are certainly better off now than before, because we have flattened out our selling peaks and stabilized our business. We dreaded the thought of doing a big stock business because we formerly lost money on stock shoes, but when the necessity arose we immediately developed a stock system which could be operated profitably.

Don't overlook this point. We now have many staple styles in stock which continue to sell steadily; this portion of our business is no longer seasonal. And before we put a new style in stock, we concentrate our customers' orders on this particular style by showing the sample as a stock style. In other words, we create a demand for each new stock style before the shoes are actually in stock. How different from the old days!

In the old days, we would show the retailer a hundred samples, and make up any combination of details that he desired. At the end of the selling season we had sold more than 10,000 different styles. Under those conditions, how could we know what styles to put in stock? We couldn't, and we didn't.

I hope the old days never come back.

#### **A. H. Billingslea and H. B. Knox, Jr., Combine**

A. H. Billingslea and H. B. Knox, Jr., both publishers' representatives at New York, have combined and will conduct a publishers' representative business in the East under their respective names as well as jointly. Mr. Billingslea has represented farm papers and Mr. Knox has represented trade publications in the construction, lumber and allied fields. Mr. Billingslea was at one time New York representative of the Meredith Publications.

*Farm Mechanics*, Chicago, has appointed A. H. Billingslea as its Eastern advertising representative. J. C. Billingslea, Inc., will represent this publication in the West.

#### **Koenigsberg Acquires Havana Newspapers**

Control of the Havana Post and the Havana Evening Telegram has been acquired by an American group in behalf of M. Koenigsberg, president of Kay Features, Inc., New York, and former head of the Hearst feature organizations. The acquisition of these two newspapers gives Mr. Koenigsberg control in Havana of both an evening and morning newspaper.

#### **Gardner Osborn to Join R. H. Macy**

Gardner Osborn, recently publicity director of Bloomingdale Brothers, New York, will join R. H. Macy & Company, Inc., of that city, as assistant publicity director, effective February 25. He was formerly a partner in Reimers & Osborn, Inc., advertising agency, which has since become Reimers & Whitehill.

#### **R. C. Mitchell with Emil Brisacher and Staff**

R. C. Mitchell has joined the Los Angeles organization of Emil Brisacher and Staff, advertising agency. He was formerly manager of the C. Lawrence Cook Agency, Pittsburgh, and, at one time, was advertising manager of the Electro Thermal Company, Steubenville, Ohio.

#### **Sun-Maid Account to Lord & Thomas and Logan**

The Sunland Sales Co-operative Association, Fresno, Calif., sales agent for the Sun-Maid Raisin Growers of California, has appointed Lord & Thomas and Logan to direct its advertising account. This appointment is effective April 15.

#### **Kelvinator Account to Mac Manus Agency**

The Kelvinator Corporation, Detroit, electric refrigeration, has placed its advertising account with Mac Manus, Inc., Detroit advertising agency.

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**THE** pleased customer  
doesn't often gush  
about it . . . Only rarely do we  
receive an engrossed resolution of  
thanks . . . Very rarely . . . But most  
of them stick along, year after year  
. . . There must be a reason . . .  
Maybe they like what we give them  
. . . Maybe they find it pleasant to  
work with us . . . Maybe both.

**CHARLES FRANCIS PRESS**

PRINTING CRAFTS BUILDING

461 EIGHTH AVENUE  
NEW YORK

# *in* **7<sup>th</sup>** **AMERICA** *• and in good company*

Only six papers in all America surpassed The News in weekday advertising in 1928. The cities they represent are larger . . . *very much larger* . . . than Indianapolis. The tabulation on the opposite page tells the story.



## The First Seven, With The Population and Rank of Cities

Detroit News	1,378,900	4th
Chicago Daily News	3,157,400	2nd
Chicago Tribune	3,157,400	2nd
Philadelphia Bulletin	2,064,200	3rd
New York Times	6,017,000	1st
Baltimore Evening Sun	830,400	8th
INDIANAPOLIS NEWS	382,000	21st

(Figures From World Almanac and Book of Facts for 1929)

INDIANAPOLIS is the Twenty-first City, but The News is the seventh greatest paper in point of weekday advertising lineage. (The News missed sixth place by only 7,054 lines).

So The News feels proud of its company, but perfectly "at home" with these six splendid, big papers . . . and wants you to remember the advantages of concentration in Indianapolis because—

*The NEWS . . . ALONE . . . Does the Job!*



*The*  
**INDIANAPOLIS NEWS**  
*Sells The Indianapolis Radius*

DON BRIDGE, Advertising Director

New York  
 DAN A. CARROLL  
 110 East 42nd St.

Chicago  
 J. E. LUTZ  
 The Tower Bldg.



## SELLING THE FARM WOMAN

*'WOMEN have assumed new importance as purchasing agents, because they have more money to buy with.'*

FROM A RECENT REPORT.

A generalization with which we all agree. But the Farm Woman has always been the purchasing agent for the rural home. 900,000 farm women have placed their faith in *THE FARMER'S WIFE*, their personal magazine. It is mailed in their own name, and they pay for it with their own money. It is edited from the field. Thus the Farm Woman keeps in touch with the latest trends.

Advertisers who have recognized the farm woman through *THE FARMER'S WIFE* have won her respect.

*THE FARMER'S WIFE* is the only magazine in America edited exclusively for farm women.

## THE FARMER'S WIFE

The Magazine for Farm Women

Webb Publishing Company, Publishers  
St. Paul, Minn.

Western Representatives  
Standard Farm Papers, Inc.  
307 North Michigan Ave.  
Chicago, Illinois

Eastern Representatives  
Wallace C. Richardson, Inc.  
250 Park Avenue  
New York City

Member Audit Bureau of Circulations



# Make Sure It Will Sell Before You Advertise It

W. A. Case & Son Mfg. Co., Established 1853, Inaugurates Its First National Advertising Campaign to the Consumer After Three Years' Trial of New Product

By Edward W. Case

Chairman of the Board, W. A. Case & Son Mfg. Co.

WE manufacture various plumbing fixtures. One of them, the "T/N" one-piece water closet, has patented, distinctive features, which give it "advertisability" to an unusual degree.

During the last three years, this particular fixture has been installed in thousands of homes from Boston to Seattle, from Detroit to New Orleans, without advertising. We wanted the "T/N" to prove its worth unquestionably before we helped the sales with advertising. "No product," we said, "can hope to succeed with the aid of advertising that has been unable to get along without it."

Today the T/N one-piece water closet is a proved success. It has earned the right to be advertised. And so we have embarked upon a campaign of national advertising to the home owner in women's and class periodicals. We plan a consistent schedule of advertising throughout the year, inasmuch as our business is less influenced by seasonal fluctuation than most building material products. Advertisements will also be used in trade journals in which we will merchandise our advertising to the plumbing trade.

If it should be asked what considerations led us to select this particular item as the subject for an advertising campaign, I repeat, its patented, distinctive features give it "advertisability" to an unusual degree. For instance, it is made in one piece; it is extremely quiet in operation; it has a power-

ful "whirlpool" flushing action, and it is non-overflowing.

Because it has no wall tank, it saves space in small bathrooms and lavatories. A patented vent provides complete sanitary protection—contaminated water from



See Photo Opp. © W. A. Case & Son Mfg. Co.

## Small, compact living quarters demand QUIETNESS

MR. W. F. Beisler, plumbing contractor of New York City, installed T/Ns in the 200 Haven Apartments of New Rochelle, N. Y., largely because they are so good in this age of small homes and apartments, that is one of the first essentials in any toilet.

Yet quietness is but one of the many advantages possessed by the T/N. Check them over for what they mean to your customers in satisfaction—to yourself in profit.

1. Extremely quiet.

2. Powerful flushing action. Centrifugal in principle, it thoroughly cleanses the bowl as one flush. Waste matter is generally eliminated before siphonic action takes place, leaving plenty of clean water to wash sewage and flush.

3. Non-overflowing, preventing raised tops, flow of ceiling or walls.

4. Built in one piece, saves space under windows or in corners. Ideal for downtown tenements, small businesses.

5. Inconspicuous in design, without outcroppings will catch dust or deface tiling.

6. Mechanism is agreeably free from rattle.

7. Made from better vitreous china.

8. Tissue level under needle impossible to give outside hardness.

9. Positive sanitary protection against infection and pollution of water supply.

10. Easily installed. Unusual freedom in roughing, for there are only three connections to make.



The only limiting factor in roughing installation of toilet is toilet.

11. Modern cut, with a good profit for you, too.

In Maine, Florida and California—up and down and across the country—plumbing contractors everywhere are finding that the popularity of the T/N one-piece water closet helps increase sales and boost profits.

For the name of your nearest dealer, write us today.

W. A. CASE & SON MFG. CO., 100 Jackson St., Buffalo, N. Y.

## ONE PIECE T/N WATER CLOSETS

Many of the Business-Paper Advertisements Feature Buildings in Which Installation of T/N Toilets Have Been Made

the fixture cannot siphon back into the water supply. An important sales point is its price. The plumber generally sells it for about \$50, plus installation charges, which compares favorably with the cost of other advertised silent toilets.

Our advertising campaign to

the consumer presents the T/N solely on the strength of these advantages. For example, four representative advertisements are entitled, "A Startling Improvement in Household Sanitation . . . at surprisingly low cost"; "Powerful flushing action . . . and yet so quiet"; "8 Distinct Improvements, including low cost"; "Modern living conditions . . . demand this quietness."

This series of advertisements consists of half pages which are all identical in layout—a halftone reproduction of the T/N, with a familiar domestic scene, in line, close to it, the caption above, the copy below, a trade-mark signature design, and a coupon, the last requesting descriptive literature and name of local plumber.

Pages are used in the trade publications, the first two advertisements announcing the consumer campaign, with front cover reproductions of the consumer periodicals, a reproduction of a portion of the first consumer advertisement, and other advertisements featuring buildings in which T/N installations have been made.

Besides these advertisements, we also prepared an advertising portfolio for use by our salesmen and those of our jobbers who will solicit orders from plumbers. We also mailed a series of letters, with proofs of advertisements, to a large and carefully selected list of contractors in all parts of the country. A booklet, envelope size, has been prepared for sending in answer to inquiries from advertisements and for the use of plumbers. It is entitled, "9 questions to ask when you choose a water closet." We have also prepared a booklet for architects, conforming exactly to the American Institute of Architects specifications, for filing purposes.

Advertising inquiries, as they are received, are referred to the nearest jobber (with a copy to our own salesman in that territory). The jobber turns the inquiry over to the nearest contractor, and our salesman follows it through to a close.

## Clark McKercher on the American Can Decision

McKERCHER & LINK  
NEW YORK, FEB. 11, 1929.

### Editor of PRINTERS' INK:

Receipt is acknowledged of your communication with enclosures. It is very gratifying to have this immediate response. I have already read with a great deal of interest the matter on the subject of the American Can Company decision in the issue of February 7. In my opinion, there cannot be the slightest doubt of the entire correctness of your conclusion as to this decision.

CLARK McKERCHER.

## Charles H. Marsh on Federal Trade Commission

Colonel Charles H. Marsh, of Litchfield, Minn., for many years identified with the farm co-operative projects in the Northwest, and president of the Farmers and Bankers Council of Minnesota, has assumed his duties as a member of the Federal Trade Commission. He was appointed a member of the commission by President Coolidge last month.

## J. H. Williams with Henri, Hurst & McDonald

J. H. Williams has been appointed an executive vice-president of Henri, Hurst & McDonald, Inc., Chicago advertising agency. During the last two years he has been vice-president of The Glen Buck Company, Inc., Chicago, and formerly was Western manager of *Cosmopolitan*. At one time he was with Lord & Thomas, now Lord & Thomas and Logan.

## Appoints Milwaukee Agency

The Conrad Schmitt Studios, Milwaukee and New York, interior church decorators and finishers, have appointed The Wilson Company, Inc., Milwaukee advertising agency, to direct their advertising account. Church publications will be used.

## Now Head of Philadelphia "Inquirer"

Eleanor Elverson Patenotre is now president and publisher of the Philadelphia *Inquirer*, succeeding her brother, the late James Elverson, Jr.

## With McKnight, Robinson

W. R. Yahner, formerly with the Pittsburgh Press as aviation editor, has joined McKnight, Robinson & Company, Inc., Pittsburgh advertising agency, as manager of its aviation department.

## Joins Lawrence Fertig Agency

Arch Gaffney, formerly with the Buttrick Publishing Company, New York, is now with The Lawrence Fertig Company, Inc., New York advertising agency, as an account executive.

**D**URING the month of January 1929, the volume of rotogravure advertising carried by the Free Press totaled 39,298 lines.



**T**HIS was an increase over January 1928 of 14,084 lines or 55%.



**L**OCAL rotogravure advertising during January shows an increase of 15,638 lines or 100.5%—more than double the local lineage of 1928.



**T**HESE increases show that the year is starting with

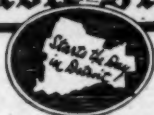
an augury of prosperity and "going-aheadness" that also portrays the trend of affairs in the Detroit market.



**T**HE Detroit Free Press is receiving its share, and perhaps a *little more*, of the volume of business now being piled up in this territory, for the Free Press share of the total rotogravure advertising in Detroit during January was 68.1%.

## The Detroit Free Press

VERREE &  
National



CONKLIN, INC.  
Representatives

New York

Chicago

Detroit

San Francisco

# Should "Direct" Orders Be Turned Over to Your Jobbers?

This Firm Sells to Anybody, But Its Jobbers and Dealers Have No Cause to Complain

EVERY advertiser who includes the retail price of his product in his advertising is certain to receive some orders direct from consumers; and frequently orders from dealers. Should these be turned over to the jobber in that territory?

The American Fork & Hoe Company, of Cleveland, distributes a wide range of merchandise through jobbers. Yet it advertises its line to consumers—the farm trade largely—and quotes prices. It will sell goods direct to a consumer if he prefers to buy that way, or to a retailer. Dealers do not object to the consumer trade; jobbers do not regard it as competition when the company fills a dealer's order instead of insisting that he buy through a wholesale channel.

The system works with a surprising absence of complication and this, so far as PRINTERS' INK is able to ascertain, is the reason:

When a farmer reads an advertisement about an ensilage fork, a corn hook, a chicken house scraper, or whatnot, and sends in his order at the advertised price, he pays exactly the same price that he would pay a dealer. The same is true when a city dweller orders a sidewalk cleaner, a turf edger, a garden trowel or a brume rake. If a dealer orders an item or an assortment that he sees advertised in a business paper, he pays what he would have to pay the jobber.

"We naturally prefer to sell exclusively through the jobber," John O. Findeisen, assistant sales manager of the company, explains to PRINTERS' INK, "but if we should enforce an ironclad rule to this effect, much of the force of our general advertising would be lost. A person who may be impressed with the printed presentation about a tool wants to know how much it costs. Knowing the price, he will, in nine cases out of ten, go to his

dealer and buy it, if he buys at all. But the tenth man will send his order to us, with the money to pay for it. The inconvenience of buying by mail and sending the purchase price in advance does not deter him. Similar considerations work with some dealers. We fill all such orders we receive from consumers and dealers, but always tell the customer of a dealer or jobber, as the case may be, from whom he can buy subsequent requirements—if, of course, there is such a dealer or jobber in the vicinity which there generally is.

"Our jobbers do not regard this as competition, and for two reasons. First, when we fill a dealer's order direct we take for ourselves the jobber's discount. This recompenses us only in part for the extra expense we undergo in packing and shipping the smaller quantity. When a consumer's order is filled we take the jobber's discount plus the dealer's profit, and our net return in this case is even less. Second, our jobbers see the advertising advantage thus created, out of which they are sure to benefit eventually. Our line is marketed under the general trade name of 'True Temper.' When a consumer or dealer is introduced to the line through an initial purchase, even though it may be made from the factory, there then begins an acquaintance which is reasonably sure to bring future business to the jobber.

"The main thing in a proposition of this kind is for the manufacturer to be absolutely fair and square with his trade. When orders from the consumer or retailer are filled purely out of necessity, as we fill them, and altogether to enhance advertising benefit, the jobber is not going to think his trade is being taken away from him. On the contrary, he will see that this is part of a general plan to build trade for him."



**T**HE newspaper which occupies a predominating position in its field possibly ought not to have to tell readers of Printers' Ink about itself . . . But, after all, isn't it necessary to keep on telling buyers about your product, even after "taste and try" proof has convinced them it is as good as you say it is? . . . National advertisers who have traced results of sales effort through advertising in The Florida Times-Union know the Jacksonville market is all we claim for it—and that The Florida Times-Union covers its market . . . Still, we say again the FIRST paper on every Florida schedule MUST be The Florida Times-Union if the advertiser aims at coverage of the Jacksonville market and reader influence throughout the state. Glad to send you any facts, and our co-operation with national advertisers is complete . . .

## The Florida Times-Union

JACKSONVILLE, FLA.

Represented Nationally by  
**REYNOLDS-FITZGERALD, Inc.**  
 (Formerly Benjamin & Kentnor Company)

New York . . . 2 West 45th Street	Philadelphia . 1524 Chestnut Street
Chicago . . . 203 N. Wabash Avenue	Los Angeles . 117 West 9th Street
San Francisco . . . 58 Sutter Street	



# Stymied

## by a Sales Map

Will the facts of the final result of your sales drive in the Oklahoma City Market be stymied by a sales map?

Not if your sales map tells you the truth about the Oklahoma City Market and you play the game accordingly.

The actual cost of advertising in the Oklahoma City Market, when charged against sales, can be known accurately only when sales in this area are rightfully credited to Oklahoman and Times influence.

If your district sales territories are based wholly or largely upon mere transportation accessibility, and you credit all sales in any such territory only to the newspapers in the city where your district office is located, you may be right in most cases, but not in the case of the Oklahoma City Market, if you credit sales in any of its 26 counties other than to the influence of the Oklahoman and Times.

Any sales map that shows any other area overlapping any part of the real Oklahoma City Market is emphatically out of tune with the facts.

The Oklahoma City Market is a part of no other area, tributary to no other city, covered by no outside metropolitan newspaper to the extent of even 1%.

If you have not entered this market, do so—the people are here, 894,229 of them—the retail and wholesale outlets are here—the money is here—the Oklahoman and Times, the papers that will do your sales job for you quickly, effectively, and at one low advertising cost, are here. *Investigate!*

## The DAILY OKLAHOMAN- OKLAHOMA CITY TIMES

**The OKLAHOMA PUBLISHING COMPANY**

The OKLAHOMA FARMER-STOCKMAN — WKY, 1800 Watts, 100 E.

E. KATZ SPECIAL ADVERTISING AGENCY

New York - Chicago - Detroit - Atlanta - Kansas City - San Francisco

COPL  
OF NO  
D TH  
APER

1929 WILL REWARD ADVERTISERS IN THE OKLAHOMAN AND TIMES  
MORE THAN EVER BEFORE. OKLAHOMA CITY OFFERS 20,000 MORE  
PEOPLE -- OPEN MINDED -- WITH NO FIXED BUYING HABITS. AND THE  
OKLAHOMAN & TIMES OFFER 10,000 MORE CIRCULATION THAN IN 1928.





er

# The Trade Commission—Bureaucracy Gone Insane

Commissioner Humphrey Launches Another Sizzling Attack at the Federal Trade Commission

By W. E. Humphrey

Commissioner, U. S. Federal Trade Commission

THE action of the Commission in regard to this resolution is an illuminating illustration of bureaucracy gone insane. From its very inception this proceeding has been characterized by the arbitrary exercise of unauthorized power, an utter disregard of the law, the rules and practices of the Commission, and of the rights of the respondent.

A mere majority of the Commission was present—and not by accident—when this resolution was passed. Two of the three Commissioners who voted for it were lawyers. Neither is on the Commission now. The three constituting the majority at that time had strange and startling ideas about the Government control of corporations, and still stranger and more erratic ideas about the powers and duties of the Commission. This belief some time prior to the passage of the resolutions was stated by its author in an interview in the *New York Telegraph & Mail*, in the following pointed language:

"I believe sooner or later we will have to pass a Federal licensing law for corporations. . . .

This is the text of a dissenting opinion filed by Commissioner Humphrey in connection with the Federal Trade Commission's report of its inquiry into the stockholdings of E. I. du Pont de Nemours & Co. in the United States Steel Corporation and the General Motors Corporation. The resolution referred to is that which the Trade Commission adopted when it decided to make the du Pont investigation.

The Government should have supervision over corporations and the right to say how and where they should dispose of surplus earnings."

This resolution was passed for the express purpose of demonstrating the wisdom of the views expressed in that interview. In other words, to show that corporations

did not know how to run their own business; to impress upon Congress and the country that the vast wisdom of the Commission could solve all problems that vex the industrial world, and were more than willing to do so. The inflated egotism of this proposal is only exceeded by the sincerity of the belief of those making it that they were entirely able

*IT was not many weeks ago that W. E. Humphrey, one of the five members of the Federal Trade Commission, launched a blast at certain policies of that body. Recently Mr. Humphrey again took the Commission to task.*

*This time Mr. Humphrey objected to the action of the Commission in investigating certain investments made by the du Pont company and issuing a report covering this investigation. His dissenting opinion is printed here.*

to perform the gigantic task for the benefit of business and to the entire satisfaction of the public, and to the unfading glory of themselves.

The one specific purpose of the report is to demonstrate that the Government should have "supervision over corporations, and the right to say how and where they shall dispose of surplus earnings." The fact that to accomplish such supervision, even if advisable, would take more employees than there are now on the Government pay-roll, did not in the least shake the belief of those who voted for this resolution in the desirability of the plan.

According to the report, the buy-

ing by the du Pont company of the stock of General Motors, was an unsound investment—that is, in the opinion of publicists and economists. The fact that a profit of several million dollars was made by the transaction has no weight against the opinion of these learned men, who probably never had an important business transaction, except on paper.

There was no complaint made to the Commission to call forth this resolution. It was the voluntary act of the Commission. No violation of the law was alleged. That the respondents were conducting their business lawfully is admitted. This is the only case in the history of the country where the Government, when no wrongdoing was alleged, put a concern to the cost, the annoyance and the discredit of an investigation. I doubt if a parallel case can be furnished in any civilized country. If obeying the law is no protection from such outrageous usurpation of power by a creature of Congress, then it means that the citizen is helpless, and the end of free government.

The resolution itself says that the investigation is not made to ascertain if there has been any violation of the anti-trust law—the statutory limit of the Commission's power—but to see what is the effect of the respondent's action from an economic standpoint. Suppose the action was uneconomical? Suppose the investment was unsound? Of what concern is it of the Federal Trade Commission? From a legal standpoint, there would be just as much sense in the Federal Commission investigating the moral effect of the female Sunday school teacher on the Einstein theory.

It is utterly unthinkable that Congress would do a thing so insanely contrary to all principles of government as to create a body with power which it could exercise at its own volition, to investigate corporations to see if they were wisely investing their earnings, so long as it was admitted that they were obeying the law. To any lawyer, it is too plain for discussion that the Commission has

no authority to investigate where there is no alleged violation of law. It is equally clear that Congress never intended to give any such authority. It is not clear that Congress could give any such authority, even if it tried. To attempt to cite authorities to contradict these elementary provisions, would be as futile and foolish as Dowie citing authorities to show that the world is flat.

While many complaints against corporations were awaiting investigation, alleging fraud, attempting to destroy competition and creating monopoly, and in other ways violating the anti-trust laws, the Commission was wasting its time and money trying to find out whether the respondents needed a guardian to tell them how to wisely invest their surplus earnings.

#### *The Commission's Duty*

When the great corporations comply with the anti-trust laws, it will be time enough to see whether they observe economic laws. Our duty is to see if corporations make their money honestly, not that they invest it wisely. Our duty is to prevent violation of the law—not to exert parental control over those who obey it.

It has been the universal practice of the Commission, when the legality of any action was seriously questioned by a member of it, upon request, to submit such question to the chief counsel for an opinion as to its legality, and then, if desired, to the Attorney General; and when, as in this case, such action called for a large expenditure of public funds, to submit the question to the Comptroller General, before proceeding to incur the expense contemplated. But in this case, in direct violation of all precedents, that was refused, on several occasions, although demanded by one of the Commissioners. The faith of the majority evidently was not equal to their fears on the legal proposition. No lawyer could or would write an opinion upholding the action they had taken.

This is an *ex parte* proceeding. The respondents have had no opportunity to examine the evidence

## CHANGE!!

In preparation for the new ruling which will go into effect Jan. 1, 1930, banning all wooden cars from railroads, the Pullman Car Manufacturing Corporation is building a ten-million dollar plant in Birmingham. A 75-acre tract and approximately three-million dollars worth of equipment have already been purchased. As in the transition from wood to steel by the railroads, Birmingham has in the past fifty years transposed itself from a struggling valley into the South's Greatest Industrial City. Steel sets the tempo, and is followed by hundreds of diversified industries. A mighty market for your close investigation.

# The Birmingham News

AND AGE-HERALD

The South's Greatest Newspaper

EVENING

SUNDAY

MORNING

National Representatives  
KELLY-SMITH COMPANY  
New York—Chicago—Boston—Philadelphia—Atlanta

against them, nor to know what was contained in this report. The respondents requested an opportunity to examine the report so as to call attention to any errors, if they thought there were such. This request was denied in the face of all precedents in the Commission. This is the only case in the history of the Commission, when any proceeding has been had against a party, and the party was investigated, and then refused any information as to the character of the evidence used against him, and refused an examination of a report based upon such evidence, before it was made public. This was an outrageous abuse of power that no amount of sophistry or claim of superior wisdom can justify.

From the beginning this investigation has taken the character of a fanatical inquisition, rather than a quasi-judicial investigation. In making it, all the practices and precedents of the Commission have been violated.

Under the circumstances I have no objection to this report being made public. Much in regard to it has been given to the press, most of it in violation of the rules of the Commission. Not to make it public now would be to add another outrage to the injury already done the respondent. I apprehend that respondent will not be the one to be discredited by the making of this report public. Any other corporation than the respondent might just as well have been selected for this excursion into State socialism at Government expense, illegally incurred.

The apparent motive for the selection of the respondent was its great wealth, which would in itself, it was hoped, be a defense that could be pleaded for any wrong done, and especially the prominence of the respondent, it was hoped, would give the publicity so devoutly desired. Such proceedings might easily have destroyed a weaker concern.

The main reason in writing this dissenting opinion is to reassure the business of the country that no such performance will happen again. This action is without

precedents. No one like it will follow. It is beyond all reasonable probability that the President will ever appoint, and the Senate confirm, a majority of the Commission who hold such irrational opinions of the powers and duties of the Commission. The history of this case furnishes a most instructive instance of how men clothed with a little brief authority, become drunk with their greatness and lose all sense of proportion, and become entirely blinded to the rights of the citizens.

### New Accounts for Lima, Ohio, Agency

The Favorite Stove and Range Company, Piqua, Ohio, manufacturer of gas ranges, coal and electric heaters, etc., has appointed The William J. Grover Company, Lima, Ohio, advertising agency, to direct its advertising account.

The Kenton Hardware Company, Kenton, Ohio, manufacturer of cast iron toys, has also placed its advertising account with the Grover agency.

### Woodward Fellows Joins Du Pont Rayon Company

Woodward Fellows has joined the fabric development service of the Du Pont Rayon Company, New York, as contact man. He was formerly assistant manager of the financial department of the Quality Group, now the Quality Three, and, more recently, was manager of the financial department of *The Review of Reviews* and *The Golden Book*.

### R. A. Shilbauer to Direct Chain Belt Advertising

R. A. Shilbauer, assistant advertising manager of the Chain Belt Company, Milwaukee, Rex, Durex and Atlas chains, has been appointed advertising manager. He became associated with the company in 1920, joining the advertising department five years later.

### Appoints C. P. McDonald Agency

J. J. Krehbiel, New York, importer of textile and button machinery, has appointed the C. P. McDonald Company, advertising agency of that city, to direct his advertising account.

### Joins George M. Kohn, Inc.

R. L. Hobart, formerly with the advertising department of the Birmingham, Ala., *Post*, has joined George M. Kohn, Inc., Atlanta, Ga., publishers' representative.

# New Advertising Record for The New York Times Magazine

**T**HE NEW YORK TIMES MAGAZINE, an integral part of the Sunday edition, publishes more than fifty-one columns of advertising in the February 24 issue—a new high record.

A diversified list of quality advertisers including outstanding national accounts have found The Times Magazine a medium productive of the most satisfying results.

The growing advertising volume of The New York Times Magazine reflects these advantages:

*The largest high-quality circulation in America at lowest cost—750,000 net paid sale, \$1.35 an agate line.*

*Black-and-white rotogravure printing.*

*The timeliness and quick action of a newspaper combined with the long life of a magazine.*

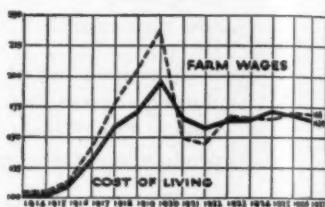
*Strong reader interest attracted by the highest type of editorial content.*

*The proved experience of advertisers presenting messages on a wide range of products.*

## The New York Times MAGAZINE

*Advertisers of new products have had extraordinary response from The Times hundreds of thousands of readers, and from department stores and retailers throughout the country.*

# *the* **THREE** for advertised



## The **F A R M** Market

The "WAGE EARNER" market has a buying power 53 percent greater than in 1914, 48 percent greater than the "farm" buying power increase since that time, 43 percent greater than the "White Collar" buying power increase since then.

The "Wage Earner" market is a new market, a prosperous market, the largest single urban market available to advertisers today.

**TRUE STORY** is the only major magazine edited for and concentrating its circulation among the newly prosperous "Wage Earner" families! Take your pick of the magazines duplicating each other in the first two markets, but be sure your list includes **TRUE STORY**, which gives practically unduplicated coverage in the third market, the sales record breaking "Wage Earner" market.

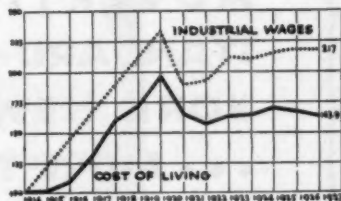
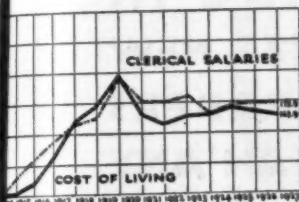
**48.6** percent of the population.

Incomes increased 5 percent beyond the increased cost of living.

Reached by approximately 250 national and sectional magazines.

# MARKETS

## Secommerce



The  
**WHITE COLLAR"**  
Market

The  
**"WAGE EARNER"**  
Market

35 percent of the urban population.

65 percent of the urban population.

Incomes increased 10 percent beyond the increased cost of living.

Incomes increased 53 percent beyond the increased cost of living.

Reached by 44 major national magazines.

Only *ONE* national magazine bulks its circulation in this new market — *True Story*.

## LAST YEAR

**THIS NEWSPAPER  
CARRIED 48% OF ALL  
SUNDAY TOBACCO  
ADVERTISING IN  
STANDARD-SIZE NEW  
YORK NEWSPAPERS  
... MORE THAN ANY  
OTHER TWO PAPERS  
COMBINED ... AND  
TOBACCO ADVERTIS-  
ERS MUST SEE RESULTS  
FROM THE NEWS-  
PAPERS THEY USE!**



### **THE SUNDAY NEW YORK AMERICAN**

**1,102,216 Able-To-Buy Families . . 4,776,269 People  
New York's Greatest Sunday Newspaper!!**



# Melville E. Stone Dies—Leading Figure in American Journalism

One of the Organizers of the Associated Press and Its General Manager for Over Twenty-five Years—Also Founder of the Chicago "Daily News"

**N**EARLY eight years after his retirement from the general managership of the Associated Press in 1921, though he continued to serve the association as counselor to the end, Melville E. Stone died at his home in New York on February 15. His death was due to hardening of the arteries and followed an illness of four months. He was in his eighty-first year.

Throughout his life from the age of nine when he learned to set type in Hudson, Ill., until his death, Mr. Stone was intimately associated with newspaper publishing, news gathering and news distribution, and with the development of the Associated Press throughout this country and its extension throughout the world. During his administration as general manager of the organization he saw electricity change the whole business of news gathering from the slow and expensive method of the 70's and 80's to the play-by-play method of transmitting news events which came in with the radio.

Melville E. Stone had the distinction of being one of the best known and liked newspaper men in the world. The guest of honor at innumerable luncheons and dinners, he was also the recipient of a number of honorary degrees by many universities besides the degree of A. M. conferred upon him by Yale, his alma mater. Upon the occasion of his twenty-fifth an-

niversary as general manager of the Associated Press in April, 1918, he was presented by that association with \$25,000 in Liberty Bonds in appreciation of his services. Among those present who felicitated him at the time were Victor F. Lawson, of the Chicago *Daily News*; General Charles H. Taylor, of the *Boston Globe*; Frank B. Noyes, of the *Washington Star*, and Adolph S. Ochs, of the *New York Times*. It was General Taylor who, in voicing his appreciation of Mr. Stone's work, made the statement that the occasion was "a rehearsal of Mr. Stone's obsequies." He said further: "I am very glad that he is here to hear them for it



©McKinley  
Courtesy Associated Press.

Melville E. Stone

gives him an opportunity to add, subtract or change anything he does not like. And perhaps he is like some of the rest of us who would rather have an ounce of taffy while we are alive than a ton of epitaphy when we are dead. Mr. Stone has made a marvelous record. He has shown efficiency, industry, integrity, enterprise and every quality which makes for success. He has shown himself the greatest manager of a news-gathering association this country has ever seen."

In replying to the tributes paid to him by General Taylor and the others mentioned in the preceding paragraph, Mr. Stone made his oft-quoted remark on the beneficial effects of criticism:

"The Associated Press," he said,

"was founded on the theory that its integrity could only be maintained by criticism. The purity of the stream can only be maintained by aerating the water. I believe in the salutary effect of criticism, even carping, unreasonable criticism. I believe that some criticisms of the Associated Press have been justified, for human nature is fallible. Other criticism arises from ignorance of the precise situation and is easily taken care of by an explanation. A very small and a very negligible part of the criticism is malign and I always thought that would take care of itself."

#### Started First One-Cent Paper

Mr. Stone had the distinction of starting the first one-cent newspaper, so far as there is any record of such things, and, *a priori*, the distinction of originating, or at least of establishing a new device in retail merchandising, viz., the odd-cent sale. It came about in the following way:

His sixteenth year found him in Chicago carrying newspapers for the *Chicago Tribune*. He did anything he could find to do, from newsboy to editor. In 1869 he gave up newspaper work and with his father's assistance purchased a foundry and machine shop. The Chicago fire in 1871 destroyed that business and sent him back to newspaper work. He held various jobs on various papers until 1876, when he organized a company to publish the *Chicago Daily News*, a new newspaper to sell at one cent. Pennies were scarce in Chicago in those days, where the smallest coin in general circulation was the nickel. As the circulation of the new newspaper increased, there were not enough pennies in Chicago to enable people in any quantity to buy it.

To remedy this situation he persuaded the retail merchants of the city to mark certain of their goods at odd prices, 99 cents, 49 cents, and so on, and then arranged through the local banks to have several barrels of pennies imported from the Philadelphia mint to provide merchants with pennies with which to make change. With these

pennies customers could buy copies of the *Chicago Daily News*. As these pennies were turned in by the newsboys, they were packaged and distributed to the merchants each morning.

Also listed among the many achievements of Mr. Stone was his successful fight to establish the property right of news, which was described as "the greatest single achievement in American journalism during the last generation" by the International Press Conference held under the auspices of the League of Nations at Geneva in 1926. As the result of Mr. Stone's efforts, the Supreme Court of the United States held that as long as a news story has commercial value it is the property of the paper which obtains it. Before this decision was made, there was no law which prevented other newspapers from using whatever news an uncopyrighted news article contained.

His career was salty with human interest. Among the famous men whom he knew or counted as friends were the celebrities of all nations, from Czar Nicholas II of Russia to Elbert Hubbard, including the Kaiser, Clemenceau, Lloyd George, Charles A. Dana, George M. Pullman and others too numerous to mention. He was the author of one book, "Fifty Years a Journalist," in which, characteristically, he permits glimpses of himself only in the little things of the day's routine. Of his simplicity and modesty many anecdotes have been told.

Something of the magnitude of his duties as general manager of the Associated Press may be imagined when it is said that the membership of the association comprises about 1,200 newspapers, and that during the World War it supplied an average of 70,000 words daily to the newspapers of New York City alone.

Mr. Stone is survived by his widow and one daughter, Miss Elizabeth Creighton Stone, and a brother, Professor Ormond Stone, formerly of the faculty of the University of Virginia. His two sons, Gilbert S. and Melville E., Jr., died some years ago.

More Than  
200,000  
Daily

# Los Angeles Examiner

More Than  
440,000  
Sunday

"Greatest Salesman in the West"

5c DAILY

FEBRUARY 21, 1929

10c SUNDAY

## SUNDAY EXAMINER HITS NEW HIGH AVERAGE FOR JANUARY

450,000 MARK IS

PASSED FIRST TIME

THE Los Angeles Examiner is heading for new circulation heights!

For the month of January, for the first time in its history, or in the history of any other Western publication, it has exceeded the 450,000 mark for a month's Sunday average. The actual figure is 450,569. December, 1928, the month before, was the previous pace-setter, with an average of 447,875.

Significant in considering this new Western "high" is the fact that for ten years The Examiner has entirely refrained from presenting subscribers with inducements to buy that take the shape of rebates or cut prices on the paper. No thermos bottles, ink-stands, fountain pens, cook-books or similar prizes have been offered Examiner buyers to keep them "sold."

Neither has The Examiner engaged in any clubbing offers, every bit of its circulation being controlled entirely within.

The January daily average was 204,736, maintaining the "overage" that Examiner advertisers also obtain beyond the quoted distribution.

The Los Angeles Examiner is one of the 28 Hearst newspapers read by more than 20,000,000 people. It is a member of International News Service, Universal Service, Associated Press and the Audit Bureau of Circulations.

### GUY BROWN ON "LOS ANGELES"

"LOS ANGELES is rapidly losing all sectional identification. That was the declaration of Guy Brown, vice-president of Campbell-



GUY BROWN

Ewald, upon a recent visit to the Pacific Coast's metropolis. "The city is becoming national in its influence," he said. "National advertisers are thoroughly awake to the remarkable development of the Los Angeles market. The Pacific Coast is under as watchful an eye in the East as any other section closer to production centers. Industry knows that here is one of the country's most interesting and rapidly developing outlets."

### L. A. TO BE

#### THIRD CITY

STOPPING at Los Angeles en route to Honolulu, with his family, Walter P. Chrysler, picturesque figure of the automobile world, recently announced that business has been so good and his company has been so rapidly expanding in Los Angeles that this city must have a Chrysler plant eventually, and MAY be chosen as the site of the one now planned for North-Central California.

"Within 10 years," said Chrysler, "Los Angeles will be the third largest city in America, with New York and Chicago fighting for first place."



WALTER P. CHRYSLER  
Head of Chrysler Motors,  
Assures L. A. of Great  
Assembly Plant

## Community Problems of Intermountain Region Discussed

COLORADO SPRINGS, Feb. 18.

*Special by Wire.*

ADVERTISING policies needed for the development of the Intermountain region were the principal subject of discussion at the annual convention of the Eleventh District of the International Advertising Association. Delegates represented clubs from Wyoming, Colorado, Utah, Nevada, New Mexico and Arizona.

Speakers who addressed the convention were chosen largely for their understanding of the problems confronting the region from the standpoint of industries, railroad rates and undeveloped resources. The nature of these problems was stated and suggestions offered as to how they might be solved. Sentiment of the convention was that solution of the problems depends upon co-operative endeavor on the part of all communities in each of the States and then on the part of the five States themselves.

Advertising as an educational element so designed to present these problems to the people of the communities and of the States and then to bring pressure upon certain institutions, which are apparently responsible to a great degree in causing these problems, was stressed as the most effective plan of procedure. Since the type of advertising advocated is institutional, the convention program really was given its start by Sam Freed, advertising director of the Great Western Sugar Company, Denver.

He emphasized the point that big business cannot overlook the power of public opinion which has its origin in popular sentiment. Therefore, he advised, institutional advertising must be based on sentiment rather than facts and figures. It must be emotional and appeal to the imagination of the people, not to their intellect.

This viewpoint was supported by J. Mills, of Boulder and Estes

Park. He explained that, after thirty years of observation in handling tourist arrangements, he has found that scenic attractions can best be brought to the attention of the public through narratives that tell the romance of the West as illustrated by adventure tales.

A program of Intermountain development was outlined by M. D. Townsend, of Pueblo.

Ralph H. Faxon was elected district chairman, succeeding E. K. Hartzell, R. G. Grown was elected secretary-treasurer. The next convention city will be Casper, Wyo.

## To Hold Grocery Executive Conference at Louisville

A National Conference of Executives of the grocery industry will be held at the Brown Hotel, Louisville, Ky., February 25 and 26, under the auspices of the United States Department of Commerce and the board of directors of the Louisville Grocery Survey.

The program will include F. M. Feiker, managing director, Associated Business Papers, conference chairman; Frank M. Surface, assistant director, Bureau of Foreign and Domestic Commerce; "The Economic Necessity for Improved Methods of Wholesaling and Retailing," Richard Bean, president, Louisville National Bank & Trust Company, and "The Improved Outlook for the Retailer," Shirley E. Haas, secretary, Louisville Retail Grocers' Association.

"A Description of the Methods Used and Results Obtained by Their Use in Making the Louisville Grocery Survey" will be discussed by J. W. Millard, Bureau of Foreign and Domestic Commerce; "The National Importance of Improved Distribution," by William Butterworth, president, United States Chamber of Commerce; and "Meeting Competition with Modern Methods" by O. H. Cheney, vice-president, Irving Trust Company.

## W. A. McKinney Heads Addretok Company

Following the sale of its general addressing machine business to the Addressograph Company, Speedamut Addressing Machinery, Inc., Chicago, has changed its name to the Addretok Company, in order to concentrate on the expansion of the Addretok system of personal address tokens for use in department stores. This line was excepted in its sale to the Addressograph Company.

The Addretok Company continues under the active management of William Ayer McKinney, president. Associated with Mr. McKinney is R. O. Bright, former Speedamut sales manager.

# ONE OF THE 506

## Exclusive Accounts



Pond's Cream was one of the 506 Nationally Advertised Products that used The Examiner exclusively in San Francisco during 1928.

This toilet requisite enjoys wide popularity, and a newspaper must offer solid coverage to put its message over single-handed in the important San Francisco market—and the messages of 505 other exclusive accounts as well.

**San Francisco Examiner**  
Monarch of the Dailies

One of the 28 HEARST NEWSPAPERS read by  
 more than twenty million people

Member International News Service and Universal Service

Member of Associated Press

Member Audit Bureau of Circulations

**W. W. CHEW**  
 225 Madison Ave.  
 NEW YORK CITY

**A. R. BARTLETT**  
 3-129 General Motors Bldg.  
 DETROIT

**J. D. GALBRAITH**  
 Hearst Bldg.  
 CHICAGO



# No

## SET OF FIGURES EVER COMPILED

*can prove this...*

AUDITORS' reports indicate total circulation and its distribution. Charts and graphs demonstrate coverage and concentration. Line and milline rates give figures on cost.

But no set of figures ever compiled can prove the character of a newspaper—the responsiveness of its readers.

What does it mean to the advertiser that The Philadelphia Bulletin has *twice* the circulation of any other local evening paper?

Or that it nearly equals the *combined* circulation of all Philadelphia morning papers? Or that The Bulletin's rate is one of the lowest in America?

*Is it the kind of circulation that the advertiser wants?*

It depends upon the character of the newspaper; and character is revealed largely by its *history*.

In 1895, The Bulletin's publisher set out to make a fine newspaper. Seeking, not a quick growth, but a permanent one. A growth that would be rooted deep in the confidence,—in the respect and esteem of the Philadelphia Home.

A few thousand circulation then; more than *half a million* now, without a premium, prize or circulation contest!

The history of those thirty-three years of growth



#### *In the Shopping District*

Along Chestnut Street, from Sixth to Twenty-second Street, are located exclusive shops which cater to the wealth of Philadelphia and its suburbs. Of the 187 retailers in this section who advertised during 1928, 163 used The Bulletin. A record of eighty-seven per cent! Retailers place more individual advertisements in The Bulletin than in all Philadelphia, daily and Sunday, newspapers combined. The Bulletin also carries more local and national display lineage in six days than any other Philadelphia newspaper in seven.

proves how well The Bulletin sensed the type of newspaper that Philadelphia wanted.

348,573 copies daily—a market of 600,000 homes: Only a few newspapers in America exceed it.

Scarcely a home in Philadelphia and suburbs is without its daily copy of The Bulletin. At one cost, and a low cost, America's Third Market can be thoroughly covered with one newspaper.

## The Evening Bulletin

City Hall Square

**PHILADELPHIA**

Detroit Office: 321 Lafayette Boulevard  
San Francisco Office: 681 Market Street

New York Office: 247 Park Avenue  
Chicago Office: 333 N. Michigan Avenue

Copyright, 1929, Bulletin Co.





THE ST. LOUIS STAR'S record of 1,464,468 lines paid advertising gain for 1928—the greatest of any six-day newspaper in the United States, as far as available information shows—is history.

It is 1929 that counts now.

The Star's advertising gain for the first month of 1929 is 130,035 lines, or at the rate of over a million and a half lines per year—a greater rate of gain than even the record-breaking gain for 1928.

AND The St. Louis Star's daily net paid circulation for January establishes a new peak of 145,619 net paid—the highest January average in the forty-three years' history of this newspaper.

The reason for these astounding records is simple—The St. Louis Star has built and is building a great newspaper sincerely conducted in the public interest. The people know this and are supporting it in constantly growing numbers. Moreover, an increasing number of advertisers are finding out that their success is surer and their progress faster when they place their announcements before a responsive audience represented by the circulation of such a newspaper.

## THE ST. LOUIS STAR

National Advertising Representative - - - - GEORGE A. McDEVITT CO.



# Sugar Institute Starts National Advertising Campaign

Four Groups of Industries Unite to Tell the Truth About the Proper Use of Sugar

UNDER the leadership of the Sugar Institute, Inc., New York, four groups of industries, whose members are producers, manufacturers or distributors of foodstuffs containing sugar, and whose wholesale sales are \$10,000,000,000, are co-operating in a national campaign to offset the preachments of those who advocate the total or partial elimination of certain essential foods. A five-year advertising campaign is planned by the members of the Sugar Institute, with supplementary campaigns by the four groups of industries affected.

The campaigns will endeavor to establish the rightful place which belongs to sugar in the properly proportioned diet. They will stress the facts about the use of sugar and sweet foods and will tend to clarify the facts which have been clouded by faddists and others.

The need for such a campaign has been felt for a number of years—in fact, ever since dieting became popular. The campaign has actually been in preparation for the last two years. The advertising will be financed by contributions from the members of the Sugar Institute.

One of the most important features of the campaign is the bringing to such large groups of industries the realization of a common basis of interest, and furthermore showing them the profitability of teaching the true facts about that common basis.

An idea of the extent of the campaign may be better understood by the detailed classifications of business affected as based on the 1925 Industrial Census. The figures show the annual sales volume, at wholesale prices, of the "sweeteners" and principal lines of food production where sugar is used either as a component in the product itself, or is added in the kitchen or at the table.

## THE SWEETENERS

Sugar (cane and beet)...	\$750,000,000
Corn Syrups and Ad-	
mixtures .....	42,000,000
Corn Sugar.....	20,000,000
Maple Sugar and Syrup	12,000,000
Honey .....	12,000,000
Cane Syrup.....	2,500,000
Molasses .....	1,500,000
Total .....	\$840,000,000

## PRODUCTS IN WHICH SUGAR IS USED AS A COMPONENT

Bakery Products .....	\$1,064,000,000
Confectionery Products .	414,000,000
Ice Cream.....	320,000,000
Carbonated Beverages ..	168,000,000
Condiments .....	107,000,000
Canned Fruits .....	95,000,000
Cereal Beverages.....	60,000,000
Flavoring Syrups .....	52,000,000
Chewing Gum .....	50,000,000
Jama and Jellies .....	40,000,000
Condensed Milk.....	30,000,000
Malt .....	25,000,000
Bakers' and Confection-	
ers' Supplies.....	19,000,000
Fruit Beverages.....	7,000,000
Shredded Coconut .....	7,000,000
Malted Milk and Prod-	
ucts.....	7,000,000
Ice Cream Cones.....	5,500,000
Liquors (vinous).....	3,500,000
Total .....	\$2,474,000,000

## PRODUCTS TO WHICH SUGAR IS ADDED EITHER IN THE KITCHEN OR AT THE TABLE

Flour .....	\$1,370,000,000
Milk and Butter .....	1,300,000,000
Eggs .....	580,000,000
Fresh Fruits.....	560,000,000
Coffee .....	290,000,000
Cereal Products .....	107,000,000
Evaporated Milk .....	142,000,000
Baking Powder, Yeast ..	75,000,000
Dried Fruits.....	73,000,000
Shortening (bakers)....	55,000,000
Flavoring Extracts .....	33,000,000
Tea .....	32,000,000
Cocoa .....	12,000,000
Powdered Skimmed Milk	11,000,000
Coffee Substitutes .....	6,000,000
Total.....	\$4,576,000,000

## SUMMARY

The Sweeteners .....	\$840,000,000
Products of Which Su-	
gar Is a Component...	2,474,000,000
Products to Which Su-	
gar Is Added.....	4,576,000,000

Total.....	\$7,890,000,000
Supply Houses and Oth-	
ers Directly Dependent	
on Above (estimate)...	2,110,000,000

Total .....\$10,000,000,000

These figures take no account

of retail sales or of the expenditures of diners in hotels and restaurants. Also many lines in which sugar is used, but for which figures are not available, are not included. Among these lines are cured and preserved meats, shortening used in the home, and fresh and canned vegetables to which sugar is added in cooking. Under the head of "Supply Houses and Others Directly Dependent on Above," fall the concerns which supply materials used to prepare, pack and label the products of the above groups.

The Sugar Institute advertising copy will include not only the facts about the proper place of sugar in the diet, but will also point out the harmful effects which frequently follow self-starvation by women and girls, and will emphasize the fact that properly balanced meals are essential for health and stamina.

The advertising will appear in newspapers, medical journals, business publications and general publications for women. All the advertising will be submitted to the American Medical Association and other health authorities before publication.

The supplementary campaign will be conducted by the four groups of affected industries, which will adopt official slogans and lettering on packages, letterheads, booklets, etc. Among these are the following:

"The food that's sweet is hard to beat."

"A bit of sweet makes the meal complete."

"Sugar—the essential food."

"For weariness—eat sugar."

### Cravat Account to Paul Cornell Agency

The advertising account of Franc-Strohmer & Cowan, Inc., New York, maker of Resilio cravats, is being directed by The Paul Cornell Company, Inc., New York advertising agency. Magazines and newspapers will be used.

### C. M. Piper Leaves Goodyear Tire & Rubber Company

Charles M. Piper has resigned as sundry sales manager of the Goodyear Tire & Rubber Company, Akron, Ohio. He had been with that company since 1915.

### Commend Sales Methods of Thomas A. Edison, Inc.

THOMAS A. EDISON, INC.  
ORANGE, N. J., JAN. 21, 1929.

#### Editor of PRINTERS' INK:

The two extra copies of PRINTERS' INK of January 10 containing the article "Making It Easy for the Salesman to Fight for the House" were duly received and I am taking this means of acknowledging them.

I have received quite a number of comments from people who have noticed the article, all seeming to feel from experiences they have had that our method of handling such situations is the right one.

NELSON C. DURAND,  
Vice-president.

### New Account for Smith, Sturgis & Moore

Charles P. Rogers & Company, Inc., New York, manufacturer of bedding, beds, upholstered furniture and quilts, has appointed Smith, Sturgis & Moore, Inc., of that city, as advertising and merchandising counsel.

### Adolph Gobel Account with Peck Agency

The advertising account of Adolph Gobel, Inc., Brooklyn, N. Y., and its subsidiaries, Gobel meat products, is now being directed by the Peck Advertising Agency, Inc., New York. Newspapers are being used.

### To Start Own Business at Louisville

Karl Smith, who has been advertising manager of the Louisville Paper Company, Louisville, Ky., for several years, has resigned, effective March 1, to start his own direct-mail advertising business at that city.

### Appoints Samuel C. Croot Agency

Hughes & Hughes, New York, have appointed the Samuel C. Croot Company, Inc., advertising agency of that city, to direct the advertising of their Init golf marker. Golf magazines and general magazines will be used.

### Edwin Durke with New York "World"

Edwin Durke has been made merchandise manager of the New York World. He was recently assistant to the advertising director of the New York Evening Graphic.

### Appoints Louis D. Newman

The Colbert Petroleum Products Company, Inc., New York, has appointed Louis D. Newman, New York, advertising, to direct its advertising account. Business papers and direct mail will be used.

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# Ever eat abalone steak? *Mm-m-m-m-m--!*

Along the California sea-coast lives the singular and giant mollusk-abalone. A slice of the steak—removed from its mother-of-pearl shell—prepared by someone who knows how—evokes sighs of ecstasy. Next time you visit Southern California, be sure to get initiated into the mysteries of this tantalizing dish.

You'll find that Southern Californians are fond

of good food. Mention a new dish—an out-of-the-ordinary recipe—and all ears are attentive.

Mrs. Chef Wymman's cooking school, sponsored by the Los Angeles Times, and her daily recipes in The Times, are the inspiration for Los Angeles dinner tables. More food advertising appears in The Times than in both other Los Angeles morning papers combined.

## Los Angeles Times

Eastern Representative: Williams, Lawrence & Cressmer Co., 300 N. Michigan Blvd., Chicago.  
355 Madison Ave., New York. Pacific Coast Representative: E. J. Sidwell Company, 743 Market St.,  
San Francisco. White Henry Stuart Bldg., Seattle.

## Haase to Succeed Ogle at A. N. A.

**ALBERT E. HAASE**, one of the associate editors of **PRINTERS' INK** and **PRINTERS' INK MONTHLY**, has been appointed secretary-treasurer and managing director of the Association of National Advertisers. This appointment becomes effective March 15 when Mr. Haase will succeed Arthur H. Ogle who leaves the association to become director of advertising and assistant director of marketing of the Bauer & Black division of The Kendall Company, with headquarters at Chicago.

Before his appointment in November, 1926, Mr. Ogle had been advertising manager of the Wahl Company. In announcing the resignation of Mr. Ogle, Guy C. Smith, of Libby, McNeill & Libby, president of the association, pays tribute to the work done under Mr. Ogle. His statement reads:

During Mr. Ogle's tenure of office certain lines of progress have been particularly marked:

The association has been placed on a sound financial basis.

Research activities have been developed on scientific lines.

Closer relationships have been established with other organizations in the field of advertising.

A better understanding of their mutual interests has been effected between advertisers and the sellers of advertising space and materials.

All of these things have tended toward a growing prestige among business and advertising executives, who have sensed a renewed feeling of responsibility on the part of advertisers to assume an intelligent and tolerant leadership in the development of sound advertising and marketing practices.

After making this statement, Mr. Smith continued: "The selection of Mr. Haase was not only unanimous but enthusiastic. As an as-

sociate editor of **PRINTERS' INK** he has done a high type of analytical work in advertising and marketing subjects. His position has brought him into close touch with the internal workings of many business organizations. We believe it is not too much to say that his work has been received as being as sound as that of any other writer in the field of business. As a member of a well-known banking firm recently put it, 'Mr. Haase has been one of the real educators of American business men.'

"For several years he has worked closely with A. N. A. secretaries, and has been an invited guest at all our meetings. As a result, he has a knowledge of A. N. A. ideals and procedure, is widely known among our members, and possesses an unusually wide acquaintance with advertising people throughout the profession. He will bring added

prestige into this association.

Mr. Haase has been associated with the **PRINTERS' INK** Publications for the last ten years. He is co-author of "The Advertising Agency," published a year ago by Harper Brothers. This book was written in conjunction with Floyd Y. Keeler, now a member of Orvis Brothers, who was a charter member of the A. N. A. and, for many years, chairman of its executive committee.

## W. D. Green Heads William Green Organization

William Duncan Green has been elected president of William Green, a corporation, New York, printing, succeeding the late Harold B. Green, founder of the concern. Mr. Green has been active in the management since 1915. Other officers of the company are John J. O'Donnell, who has been made vice-president in charge of sales, and Miss Annie L. Green and Edward J. McDonnell, who remain as secretary and treasurer, respectively.



Albert E. Haase

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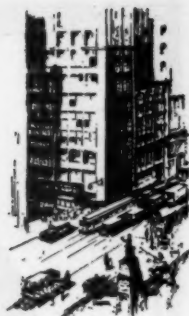
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# LIBERTY'S circulation is now over 1,900,000 net paid



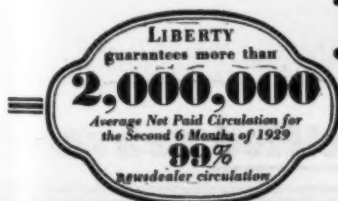
**L**IBERTY is capitulating to the public! The public wants more copies. We'll supply the demand.

LIBERTY is now selling more than 1,900,000 copies a week (net paid circulation). In less than two months the circulation jumped 400,000. An all-time record.

LIBERTY soon will pass the two million mark. Already the circulation is 150,000 over the average guaranteed to advertisers for the first six months of 1929!

LIBERTY'S new size has received the public acceptance that we anticipated. The change in format was the most fortunate move LIBERTY ever made.

A magazine that reaches nearly two million families; that adds without forced selling or high pressure methods nearly 500,000 circulation in two months, cannot fail to merit the consideration of any advertiser who is in touch with the trend of the times.



## Liberty

*A Weekly for Everybody*



**The largest  
magazine  
for MEN**

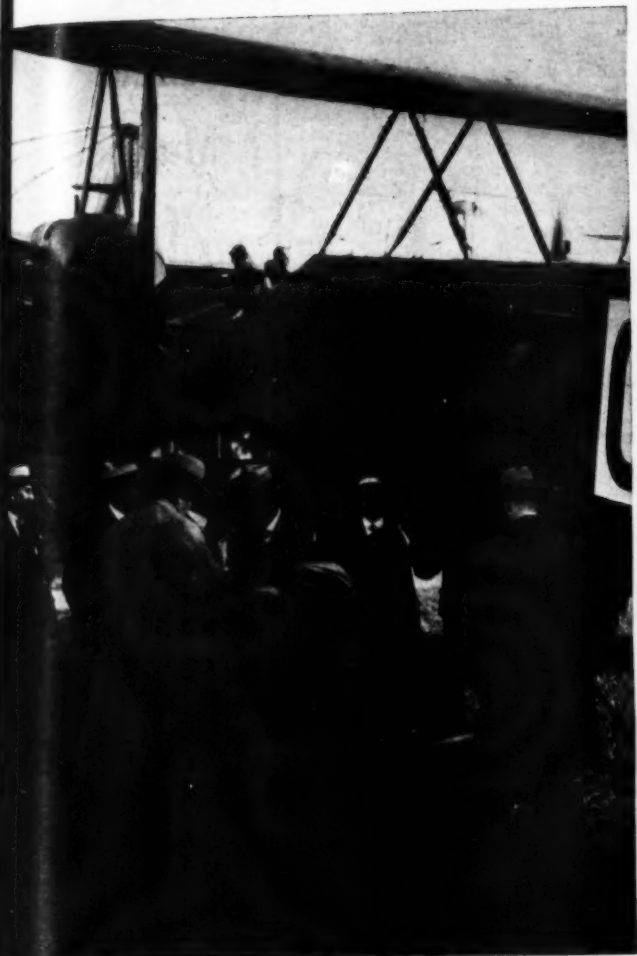
***The Elks***  
***Magazine***

More Than 800,000 Identified Circulation  
Guaranteed

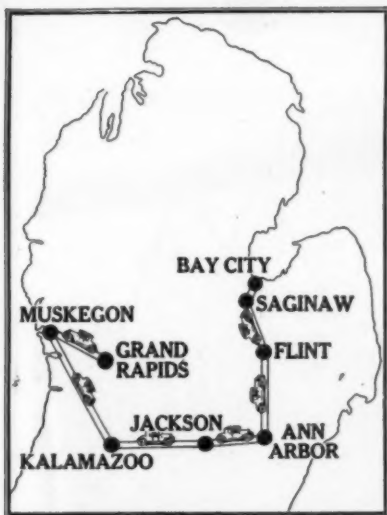
50 East 42nd Street

New York City

**More Identified travelers**



lers than any other magazine



## An Ideal Market for Test Campaigns

### *The* **BOOTH NEWSPAPER AREA** *ONE OF AMERICA'S 15 LEADING MARKETS*

Eight typical American cities varying in size from 28,000 to 175,000 make it possible to check results in different size cities.

Distribution is more economically secured through the use of a small sales crew routed from one center to the other without loss of time.

Booth newspapers give complete coverage in each market.

All Booth newspapers have active merchandising departments to assist in putting the campaign over.

Booth newspapers are all evening newspapers with concentrated circulations covering the city of publication and nearby towns very completely.

Grand Rapids Press	Flint Daily Journal
Saginaw Daily News	Jackson Citizen Patriot
Kalamazoo Gazette	Bay City Daily Times
	Muskegon Chronicle
	Ann Arbor Daily News

**I. A. KLEIN, Eastern Representative**  
50 East 42nd St., New York

**J. E. LUTZ, Western Representative**  
6 North Michigan Ave., Chicago

### **THE BOOTH PUBLISHING CO.**

*Central Office, 2500 Buhl Bldg., Detroit or any newspaper listed*



# How an Industry Co-operates to Check Returned Goods Abuses

This Is Work Which an Active Association Can Do Effectively

By Charles G. Muller

**M**OST manufacturers at one time or another are faced with the difficult problem of what to do about merchandise which has been unjustly returned. In many industries, particularly where the style element is prominent, the privilege of returning goods very often is carried to such unwarranted lengths by retailers as to cause the producer more worry than all his other manufacturing problems combined. How to keep returns within proper limits is a very real question, and the method used by the Associated Dress Industries of America to answer this question may open up possibilities for other associations whose manufacturing members are seeking a solution.

According to David N. Mosesohn, executive chairman of the Associated Dress Industries of America, dress producers have carefully studied—since hand-to-mouth buying became popular in the buyer's market—how to correct the returned goods abuse. In the last five years particularly this group of manufacturers and jobbers has given the problem closest attention.

"In the dress industry," says Mr. Mosesohn, "returns always have bulked important because of the market's rapid rotation of style. Considering that the manufacturers and jobbers in our association—which includes practically every house of standing in the country—do not make staples which may be sold over again if returned, re-

turned goods have to be handled at a considerable loss. When they are sent back anywhere from two weeks to two months after being sold, the style factor that made them popular has lost its power and the manufacturer must dispose of his dresses for whatever little they will bring.

Returning dresses to the producer is like returning an unused piece of ice—there's not much of value left to send back.

"Within recent years, in this style industry where the whims of women are translated through buyers representing retail stores, there has been a great tendency for retailers to take wide liberties with manufac-

tured goods. Business may slacken between the time of ordering and receipt of merchandise; style may vary after the order has been given; the merchant may find himself overbought; or there may be fancied reasons on the part of the dealer which cause him unjustly to send back goods which the manufacturer sold on a bona fide order.

"Most of our members are not bothered in financing their companies. They can get raw materials as and when they need them, and the question of styles is comparatively easily answered because there are plenty of styles to pick from. The only problem that continually worries the producer in this field is his retail contact and the never-ending struggle against this tendency of the retailer to take too great liberties with shipped

***T**HERE are few industries that must not contend with the returned goods problem. Yet, while individually certain manufacturers have developed plans to cope with it, scarcely a handful of industries have attacked it as a joint responsibility.*

*This article tells what one of our large industries is doing to lessen the returned goods evil. The plan described furnishes a splendid starting point for a variety of fields.*

merchandise. The manufacturer makes up his dresses, ships them out, and expects to get money which will meet his bills. But instead of payment, he gets returned goods—returned for reasons of all imaginable sorts."

To meet this serious situation, the Associated Dress Industries of America last year formulated a ruling that no merchandise should be returnable without just cause and that nothing was returnable for any reason whatever after four days. The methods followed to make this ruling effective are interesting, for they are the fruit of many previous years of effort to meet the returned goods problem.

"First of all we issued a package enclosure to our membership for insertion in all shipments," says Mr. Mosessoehn in explaining the association's procedure. "This read: 'Do Not Make Unjust Returns. This merchandise is not subject to return without just cause. In justice to yourself *examine immediately*. Under no circumstances will a return be accepted unless made within Four Days from receipt thereof.'"

"The thought behind this pronouncement was that any retailer would have ample time in the four-day period to look over his merchandise and discover legitimate flaws. At the end of that time, it no longer was fair to the manufacturer to send back his style merchandise. This announcement was intended to show the trade that producers were sincere in their intention to correct past abuses."

The second step was to put teeth into the ruling. This has been done through the association's central clearing house in New York. From this office is sent a daily interchange of data on the merchandising habits of retailers, such data including everything from credits to buying habits and being cleared through the service bureau of the association.

The information on returned goods practices which is gathered by this means is carefully recorded and sent out to members of the association in special reports. Last

year these were issued weekly, but since the beginning of 1929 they have been made daily, and the method of handling them is worth detailing because it has been very successful in correcting the returned goods evil.

"Since our office daily receives confidential bulletins that cover all phases of the dress industry's activities," says Mr. Mosessoehn, "we are able accurately to get a complete picture of the situation which the individual cannot obtain. One manufacturer may have an order returned by Retailer 'A' and, because that dealer is not in the habit of sending goods back to that particular manufacturer, the producer may accept the shipment whether or not the reason for return is a just one. Retailer 'A' may at the same time be doing this to several other manufacturers, each of whom, seeing in it a special case, do nothing although Retailer 'A' actually is imposing on the entire industry.

"We ask, therefore, that members put down, on the daily trade abuse sheet, every instance of unjust returns whether an isolated case or not, so that we may check up on the entire picture. This report—I am limiting myself here to return goods although the report includes information on excessive discounts, unjust cancellations or deductions, unearned discounts and all similar trade abuses—has space for the retailer's name, address, city and State, trade abuse in code, and remarks. The sheet is made out daily and signed only with the member's number so that it may remain confidential.

#### **Immediate Action Not Taken**

"If, in these daily confidential bulletins, there come one or two reports that any retailer has made unjust returns, we do not immediately take action. It is assumed that one citation, or even two, may not prove conclusively that the retailer is at fault. But if three complaints are registered, we take action."

This action is based on a desire to clear up the situation to mutual satisfaction, and the letter which



**It requires a big  
blind spot to miss  
509,631\* readers  
In New England!**

One out of every three families in Metropolitan Boston, one out of three in City and Suburban Boston, one out of three in Massachusetts, one out of three throughout New England (excluding Connecticut)—that's the ratio of this great newspaper's coverage of this great market.

Commercial foresight cannot look over the heads or underneath or around one-third of the people within its business vision. A respect for the balance sheet demands that they be met face to face.

\* Latest A.B.C. Audit.

**Boston  
Sunday Advertiser**

*Largest Circulation in New England*

ONE OF THE TWENTY-EIGHT HEARST NEWSPAPERS  
READ BY MORE THAN 20,000,000 PEOPLE  
Member of International News Service and Universal  
Service . . . Member of Audit Bureau of Circulations

**E. M. BURKE AND ASSOCIATES, INC.**

National Advertising Representatives  
NEW YORK BOSTON CHICAGO DETROIT

the association sends to the retailer complained against goes into the matter carefully. The association explains the situation fully, points out the justice in the complaints without mentioning the names of the manufacturers who reported the unjust returns, and asks that the abuse be corrected.

"We find that most retailers are fair-minded enough," says Mr. Mosessoehn, "to co-operate when brought face to face with the general complaint. In those instances where the retailer is really recalcitrant, however, we take slightly more drastic measures. These consist in asking permission of the complaining manufacturers to use their names so as to thrash out the situation on the basis of specific instances of abuse. Invariably, in such cases, the retailer takes back the merchandise, we get the money for our members, and we then tell the trade that this retailer is a chronic abuser of the returned goods privilege.

"There are other cases where individual manufacturers prefer a complaint against a retailer for what they consider unreasonable returns and ask the association to take up the matter at once. This may happen without the retailer having been previously reported. If a member makes such a specific complaint, the case is gone into immediately along lines of arbitration, persuasion rather than a club being used to show the retailer the injustice of his actions. We write that the goods must be kept and paid for or we must notify all our members of all the circumstances in the case.

"Altogether these methods are eminently satisfactory. For instance, last October we had a report from a manufacturer member of the highest standing that he had received more returns during that month than ever before in his business career. Weather had been warm, and it was obvious that returns were unjust. The association took up these cases—fifteen—along lines I have outlined and returned thirteen checks to that manufacturer the following month. The other two cases now

are being cleared up. Such instances of results from our methods can be multiplied many times to show how effectively the abuse may be handled by manufacturers determined not to be imposed on.

"Back of all efforts to correct the returned goods evil is a fundamental intent to keep the goodwill of the retailer. It is for that reason that anonymity is preserved in minor complaints, and also because each retailer is an individual who needs individual handling. One merchant may habitually be taking wrong discounts, another eternally cancelling, and so on, and each requires specific treatment to bring out best results.

"We, therefore, do not use a form letter but argue each case on its merits and try to meet the situation as seems best from the viewpoints of everyone involved. Because the back of each of our letterheads carries the full list of our members, many of whom may be sources for each retailer, it is possible to handle complaints without bringing in the manufacturers involved. The merchant cannot, because of the number of his sources, know who complained. And because retailers who sell dresses touch our members somewhere in their business dealings, they are willing to settle cases of unjust returns and guard against the practice so as to keep their name clear with all dress producers.

"In addition to the daily reports which check up on the returned goods abuse, we have frequent meetings to keep alive the co-operative effort of our manufacturers along this and other lines. After ten years of such joint effort to stamp out various abuses, we know that members are well satisfied with the result of our latest methods of solving the returned goods problem."

### Merger of Petroleum Trade Papers

The Freeman-Palmer Publications have acquired *The Oil Age* and the *Petroleum World*, which are being consolidated with a February issue under the name of *The Petroleum World and Oil Age*. The new publication will be issued monthly from Los Angeles.

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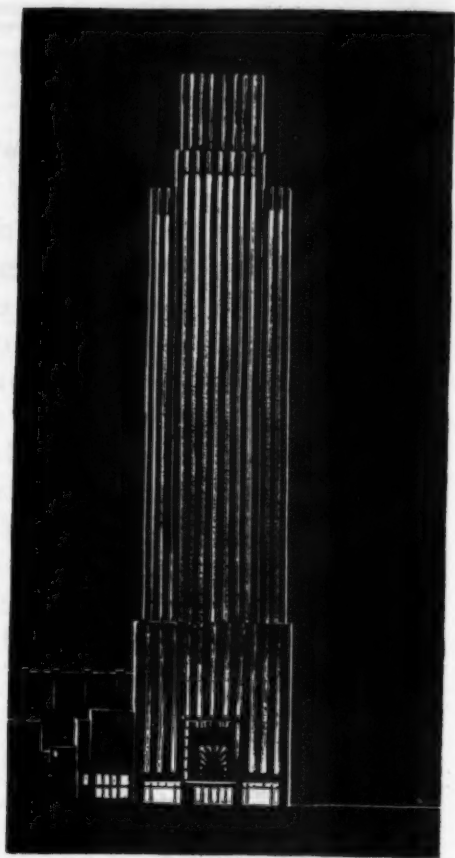


**The resources and  
energies of the Packer  
organization are  
devoted entirely to  
operating outdoor  
advertising plants  
and to helping ad-  
vertisers and their  
selling and advertis-  
ing representatives  
secure the best re-  
sults from the Out-  
door Medium.**

**PACKER**

**WORLD'S LARGEST EXCLUSIVE OUT-  
DOOR OPERATING ORGANIZATION**  
Executive Offices: Union Trust Bldg., Cleveland, O.





The new News Building, at 220 East Forty-second St., New York  
A thirty-six story office building in the modern manner,  
with a nine story plant addition. Ready in May, 1930.  
Douglas L. Elliman Co., 15 East 49th Street,  
Renting and Managing Agents.

Tribune Tower - Chicago  
Kohl Building - San Francisco  
HOME OFFICE, 25 Park Place, New York

# Ten years ago

it was an exotic experiment, a dubious departure, the tentative tabloid—The News. But in its tenth year its columns carried more than ten million lines, an advertising expenditure of considerably more than ten million dollars. Seven-tenths of New York City's families are its readers, step its circulation sales up to more than a million and a quarter copies Daily, a million and a half Sunday. And early in its second decade The News will settle in its own new ten million dollar building. Success is the best answer to skepticism! Because The News serves better both reader and advertiser—it can do a better job for you in New York.

## THE NEWS

NEW YORK'S PICTURE NEWSPAPER

# LOUISVILLE *TODAY*

*Progressive  
Growing  
Prosperous*

**BEGINNING A SERIES OF SHORT  
ARTICLES WRITTEN BY MEN  
WHO HAVE BUILT LOUISVILLE**



By **WILLIAM B. HARRISON**  
*Mayor*  
City of Louisville

Louisville's Industrial progress has a singular parallel in her Municipal promotion. At the present time we are constructing a great Municipal Bridge across the Ohio River, linking Louisville even nearer to her neighboring sisters in Indiana—creating new channels of trade for local merchants. Also we are building a new Municipal Auditorium with a seating capacity commensurate with Louisville's greater civic needs. Our Municipal Airport is one of the best equipped and most accessible airports in this section of America. In a series of terse advertisements appearing in leading national publications, and numerous newspapers throughout the country, Louisville is informing the nation of her achievements and commercial potentialities. Progressive manufacturers will surely find Louisville a most fertile field for the cultivation of sales volume.

over  
**180,000**  
Daily

over  
**145,000**  
Sunday

**The Courier-Journal**  
**THE LOUISVILLE TIMES**

Members of the A.B.C.

Members of the 100,000 Group American Cities

**REPRESENTED NATIONALLY BY THE  
S. C. BECKWITH SPECIAL AGENCY**



# A Retailer's "Clever" Letter Brings a 65 Per Cent Response

Results of a "Clever" Letter Series to Revive Dormant Accounts Are Analyzed

THE credit manager of Cheasty's, Inc., a Seattle, Wash., retail store, recently discovered that the store had 808 dormant accounts. It evidently was time for a direct-mail campaign. But what kind of letters would bring these inactive old customers to life?

Cheasty's decided to appeal to its 808 dormant accounts with a campaign of cock-tailed cleverness. A jazz idea, if you please, over-toning the basic, "we've missed you, we want you, why don't you come in again?" sentiments which are at the bottom of every campaign of this type.

But do people like jazzed-up letters? Will they believe in their sincerity? Aren't "clever" letters usually read and then dropped in the waste basket?

Miss Flora James, of Cheasty's, has some figures that answer these questions. The "cleverest" unit in the series that was sent out drew 284 replies—a 35.1 per cent written response. The consensus of opinion among these letter-writing customers seemed to be that "such a clever bit of advertising deserves a reply." Some of those who replied decided that Miss James would appreciate cleverness in somebody else, and tried to be clever, too.

A letter packing such an appeal can't fail to be far-reaching in its effect, but even the immediate returns stamped it as a letter extraordinary. Within thirty days after

issuance, it had influenced 287 old customers to come out of dormancy. Two hundred forty-nine customers reopened without replying. This number, plus those who did make written response, brought the total return on this one letter up to 65.9 per cent.

Forty-four old customers replied that they had the cash habit, and there were seven "cash-habit" customers who reopened charge accounts after reply.

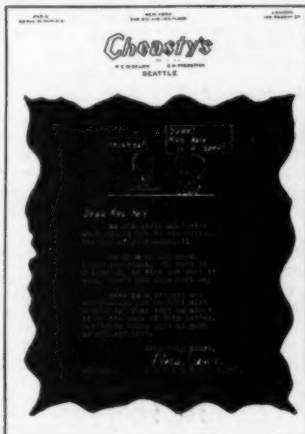
Eighty-seven replied to the effect that they would come in. Twenty-three "will-come-in" customers re-opened after reply.

Two customers wrote that they had a "habit" for other stores; five "habit" customers reopened after reply.

Twenty-five replies were unfavorable (unfavorableness including location); two reopened after reply.

Eighty-eight customers had left town or were deceased. Three "left town" customers reopened.

One letter in this series was printed in reverse plate, and the effect of white on black was carried out in detail. At the top of the letter two executives in conference were cartooned. One seemed to have an earnestly wondering expression, and the other a reassuring aspect. "Think so?" wondered the one. "Sure! Mrs. Hole is a sport," reassured his partner. These comments were filled in by hand with white India



*This Is One of the "Clever" Letters Which Brought Back a Great Many Lost Customers*

ink to heighten the effect that here was a personal message that two of the store folks worked out for "Mrs. Hole."

Following the cartooning, and a "Dear Mrs. Hole," likewise lettered in in white India ink, the letter plunged into its message without ado. The process used gave an effect of white typing:

We are still wondering what caused you to discontinue the use of your account!

We know it was something important. So we'd go a long way to find out what it was. Won't you come part way?

Here is a stamped envelope—so you needn't wait a minute. Just tell us about it on the back of this letter. Criticism helps just as much as commendation.

The outlines of the black blocking were wavily irregular, and just enough white space was left on the letterhead to make a character frame. Accompanying envelopes repeated the reverse-plate process. No printing of the usual kind—just a black blocking for the two cartooned figures in conference to be backgrounded against. In this instance, the one executive was asking "What happened?" and the other was sighing over the case with a "Strange, isn't it?" This letter, including the return envelope, was issued at a cost of 10 cents per unit.

Another "clever" letter in the series used a memo idea. Upon opening the envelope, the customer's eye fell upon a piece of handwriting. The first reaction would be that some careless mail clerk or office boy had forgotten to detach a memo slip from the letter. Then a name—her own—would stand out among the pen scrawlings, and the note would be read:

Miss James:

In checking over the accounts, I find that Mrs. A. H. Hole has not used hers for several months.

Please look into this—

Klieman—  
Cr. Mgr.

This was attached to the letter by an ordinary paper clip. It was long enough and wide enough ( $3\frac{1}{2}$  by  $5\frac{1}{2}$ ), so that just an intriguing bit at the end of each line of the

typewriter type letter could be read. "Mrs. Hole" read:

Dear Mrs. Hole:

I have enclosed the note from Mr. Klieman in order that you may know that your unused account has really caused us concern.

I'd appreciate it so much if you would phone or write me what caused you to forget us.

The envelope accompanying this letter depicted a funny little figure using a telescope and there were these words, "I'm looking for you."

"He was all wrong" was the facsimile of handwriting used on the envelope for a letter making it easy for dormant customers to take pencil in hand.

Another letter used the regular firm stationery, and the typewriting was so spaced that it extended narrowly on one side of the letter page only, the average line not extending over two inches. This meant that two-thirds of the page was left blank, and in this space was inserted a small pencil. The letter said what to do with it:

The fellow who said, "Silence is Golden," was all wrong—as far as we're concerned. Only your good-will is golden to us—not your silence. That pencil in your hand, the blank side of this paper, and the stamped envelope, spell "case," in giving us the *WHY* and *WHAT FOR* of your inactive account. We can't seem to forget you.

Accounts, in spite of the best efforts, die naturally now and then. Cheasty's has long been a consistent user of direct-mail advertising to revive old accounts. Its newest campaign has exceeded past records to a considerable degree, and this fact may be laid to "cleverness." But cleverness, like a seasoning, is difficult to use without the utmost care in mixing.

### DuBois Bingham with Aetna Company

DuBois Bingham, recently with the Walter A. Allen Advertising Agency, Inc., Hartford, Conn., has joined the publicity department of the Aetna (Fire) Insurance Company, of that city.

### Now Schwab & Beatty, Inc.

Sackheim, Schwab & Beatty, Inc., New York advertising agency, has changed its name to Schwab & Beatty, Inc. The change is one of name only.

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**Milwaukee is  
very definitely  
NOT  
a one-newspaper  
market!**

**Milwaukee ad-  
vertisers and agencies--  
those who know Mil-  
waukee--testify by  
their week in and  
week out performance  
that the**

**WISCONSIN  
NEWS**

**MUST be used to  
adequately cover the  
Milwaukee Market.**

## Thirty-five Years Ago in "Printers' Ink"

[EDITORIAL NOTE: These abstracts and quotations appeared in the February and March issues of PRINTERS' INK, 1894.]

**A**DVERTISEMENTS are tools for carving success. Dull tools make bad jobs.

\* \* \*

Advertising is the steam propeller of business success. It requires an experienced engineer.

\* \* \*

Every advertiser does some advertising that pays and a good deal of advertising that don't. That which does pay has to carry and be responsible for that which does not pay. Mr. Advertiser, this is a great thought, and one that you will do well to ponder on.

\* \* \*

The new advertiser after a good deal of talk with advertising men, gradually comes to the conclusion that no one knows much about advertising. The old and experienced advertiser is frank in his admission that he knows next to nothing about it. That the advertising expert is no wiser than the others everybody knows.

\* \* \*

Each chop chips a chip, each ad adds trade. The sharper the axe, the larger the chip. The more effective the ad, the better results. It's the last chop that fells the tree. To its effectiveness is added that of all that has gone before. So also it is the last ad that is most effective. Had it not been for the first chip the last could not have been cut. If it could the effect would have been nil. So, too, with the last ad. It was smaller than the first and cost less, but it felled the tree of success, scattering branches of prosperity over ground that was bare before.

\* \* \*

After a heavy snowstorm in Chicago placards printed in red ink bearing this message were seen on top of drifts:

KEEP OFF THE GRASS  
and read  
THE CHICAGO MAIL

The oldest newspaper in America is the Newport, R. I., *Mercury*. It was established by Benjamin Franklin in the year 1758.

\* \* \*

Advertise! If your business is not worth advertising, advertise it for sale.

\* \* \*

The merchant who says that "advertising does not pay" does not advertise. That is how he happens to know.

\* \* \*

Periodicals printed in Canada are carried in the mails to all parts of the United States and Canada absolutely free of charge.

\* \* \*

Poor advertisements sometimes do harm. A good advertisement occupies no more space and costs no more. Moral: Before launching your advertisement upon the business stream be moderately certain that it is more likely to float than to sink.

\* \* \*

### An Advertising Secret

The sign "Fine Toilet Soap, 5 cents,"

For months hung on the wall;  
The ladies came and went each day  
But bought no soap at all.

The sign was changed: "Complexion Soap,  
"Price 50 cents per Cake."

The dealer in the next two weeks  
A fortune small did make.

—Kansas City Journal.

\* \* \*

The total sales of the concern now known as Tiffany & Company for the first three days amounted to \$4.98. They did not sell jewelry until ten years later. The store was opened Sept. 18, 1837.

\* \* \*

Instruments of torture—bad advertisements.

### Shingle Account for Botsford-Constantine

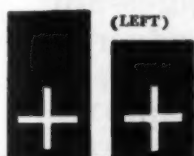
The Pyroof Products Company, Everett, Wash., has appointed the Seattle office of the Botsford-Constantine Company, advertising agency, to direct the advertising of a new product, Pyroof painted shingles. Lumber magazines will be used.

# Figures that are IMPORTANT!

During the week of the Automobile Show in Chicago, lineage gains and losses are more than usually good evidence of the relative standing of Chicago newspapers with one of the great advertising groups. "Show Issues" create hot contests for space and exceptionally close checking is done by advertisers to protect their greater investments during this period. Hence the figures given below merit more than ordinary consideration.

Gains and Losses in Chicago Papers in  
"Show Week"—Jan. 26 to Feb. 2, Incl.  
(Automobiles and Accessories Combined)

## CHICAGO EVENING AMERICAN



(LEFT) 7,246 Lines GAIN

## SECOND PAPER

(MORNING—7 DAYS)

4,468 Lines GAIN



## THIRD PAPER

(EVENING)

2,175 Lines LOSS (Above)



## FOURTH PAPER

(MORNING—7 DAYS)

9,132 Lines LOSS (Right)



## FIFTH PAPER (EVENING)

9,245 Lines LOSS (Above)



## SIXTH PAPER (EVENING) 11,762 Lines LOSS (Above)

(Figures from Adv. Record Co.)

# CHICAGO AMERICAN

a good newspaper

One of the 28 Hearst Newspapers read by more than  
twenty million people—Member of International News  
Service, Universal Service and Audit Bureau of Circulations.

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# MARCH SETS AN

▲                      ▲

The March issue which is now being delivered to more than 1,150,000 families carries greater lineage, represents a larger investment by advertisers, contains more pages and carries more full page advertisements than any other issue in the history of the magazine.

This, in addition to the record of the past four years, during which time, with but two exceptions, each issue carried more lineage than the corresponding issue of the previous year.

▲                      ▲                      ▲

## Better Homes and Gardens

Now serving, 15

Meredith Publishing Co.

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# S NEW RECORD!

▲                      ▲

The remarkable progress of Better Homes & Gardens has been due in large part to a growing recognition among agency men and advertisers that here is a market INVITING their messages—a group of families who are willing and anxious to have the products which make homes more attractive and family life more enjoyable.

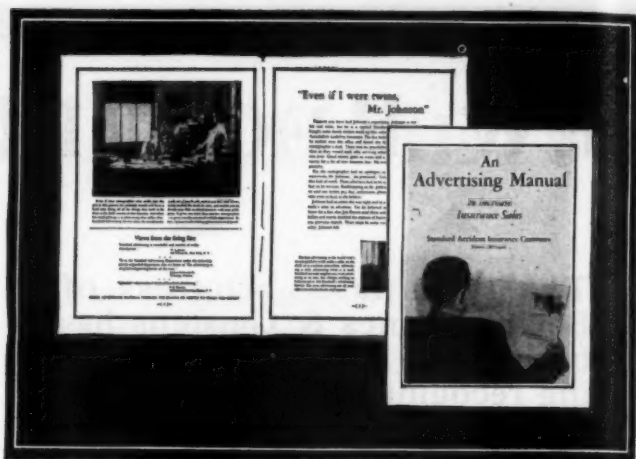
It is our sincere hope that Better Homes & Gardens may do its full share in adding to the pleasure that will come to you as a result of building your business to even greater proportions.

▲                      ▲                      ▲

nes and Gardens

vin, 150,000 families

g Co - Des Moines, Iowa



*"I have just received Evans-Winter-Hebb's Mailing-of-the-Month for February—an advertising manual issued by the Standard Accident Insurance Company of Detroit. It certainly shows what one company is doing to help its agents sell."*

*"Glad you brought that up. I have been wanting to show our dealers how we are prepared to help them advertise. Let's get busy. The first step is to get in touch with Evans-Winter-Hebb."*

*"I'll write them today."*

### EVANS-WINTER-HEBB Inc. Detroit

820 Hancock Avenue West

Columbia 5000

New York

1950 Graybar Building

Lexington 9113

Chicago

180 North Michigan Avenue

State 3197

The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis • Plan • Copy • Design • Art • Engraving  
Letterpress and Offset Printing • Binding • Mailing



# Technical Advertisers Hear About Radio

Some of the Difficulties in the Way of Radio Advertisers

RADIO broadcasting for "advertising" purposes was made the subject of inquiry by the Technical Publicity Association at its February meeting at the Advertising Club of New York.

The discussion was opened by an address by Frank A. Arnold of the National Broadcasting Company, who made several new and useful contributions to the small store of knowledge of what radio really has done or is doing for the advertisers who use it.

Mr. Arnold frankly admitted that radio broadcasting has been a disappointment to many advertisers, and that many advertising agencies have been antagonized because they found they couldn't put as much advertising in the usual and conventional sense into it as they had expected to do and thought was necessary in order to make the medium pay.

He put the blame for this condition, however, directly upon the shoulders of the listening public itself. Just why the same public that offers no objection whatever to taking its fiction and humor and uplift in printed form sandwiched between liberal arrays of advertisements had so far stubbornly refused to accept an analogous policy regarding the same commodities when delivered in the form of sound waves to the ear, he made no attempt to explain; but he made it clear that actual experience had convinced broadcasters that it is a melancholy fact.

"In one sense," said Mr. Arnold, "in the radio the dream of every publisher, of every advertising man and every advertiser has been realized, because here for the first time you have a medium that really does go directly into the home. But that fact also carries with it a very definite reaction.

"Seemingly the very fact that it does come so directly to them makes people harder to please and easier to offend where radio is con-

cerned. They are very particular about what does come directly into their homes.

"That is why we have had to disappoint many advertisers and antagonize many agencies—because we found we could not put too much advertising, real advertising in the conventional direct-selling sense, into our programs. We found that the people refuse to let advertising into their homes over the radio."

A little later, in response to some questions, Mr. Arnold amplified this point by saying that repeatedly, notably in Chicago, attempts to advertise in the direct sense had brought up a swarm of protests against what the people termed "blatant advertising," and had had very undesirable results for the advertisers who attempted it.

In consequence of this attitude, Mr. Arnold said, it had been found that radio broadcasting's greatest success came when it was used as a supplementary or co-ordinating factor, which served to bring attention to the user's existing advertising campaign in other mediums. In fact, he said, the two largest users of radio broadcasting time among the advertising agencies, through whom is cleared about \$4,000,000 of the total of some \$6,000,000 paid for time yearly at present, had both adopted the definite policy of refusing to recommend or to countenance a broadcasting program by a client if its cost were to be deducted from appropriations for other mediums.

Mr. Arnold said early in his talk that radio broadcasting had developed in a field so utterly unknown that it was "without any signposts or markers," and had to learn everything by experiment, trial and error, without anything in the experience of others to guide the pioneers.

Questioned a little later as to the possible analogy between a broad-

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cast radio program and a nationally circulated magazine, both being viewed as entertainment devices supported wholly or in part by advertising, he admitted that there were points of resemblance, but said that this analogy could not be carried very far, chiefly because there seemed to be such a difference in the psychology of a reader and of a listener.

He remarked, in the course of his talk, that at the present time not more than 40 per cent of "national hook-up" broadcasting time is taken up by "sponsored programs." The rest is "sustaining time."

"Sponsored programs," in case anybody doesn't know, is the radio industry's name for what corresponds to advertising space in a magazine, and "sustaining time" is what the radio man calls what would be, in a magazine, the editorial contents. The great difference between the two mediums lies in the fact that there is practically no difference in radio in what the advertiser puts on the air and what the editor—that is, the broadcasting company—puts on. Both alike are practically pure entertainment; in fact the advertiser has to stick closer to pure entertainment than the editor, who can mix in a sermon or something else of an edifying or educational character now and then.

Mr. Arnold passed the buck for this anomaly frankly to the public itself. "The secret of success," he said, "is always to give the audience what it wants, not what you think it ought to have." This did not mean that you should not try, gradually and intelligently, to educate popular taste to a constantly higher level; on the contrary, much had been done in this direction, for example, in gradually persuading people to accept music of constantly better quality instead of the jazz they had once demanded almost exclusively. But it did mean that there seemed to be no use trying to get them to accept frank, straightforward advertising.

The most that could be done in that direction, he said, was to create a feeling of good-will; to give such delightful entertainment

that listeners would feel under obligation to the company providing it, and would wish to show their appreciation in some way—and the only way open to them was to buy that company's goods.

In other words, it seems to be a fair statement of the position that the people themselves are at fault if radio broadcast advertising is still in a misty and anomalous position compared with older mediums. They haven't yet got it through their heads that all this fine entertainment has to be paid for, and that one way of paying for it is to be willing to accept a fair proportion of advertising accompanying it. And until the public does learn this and makes the best of it, the radio man has to struggle along the best way he can.

Another indication of this public attitude was presented by Mr. Arnold when he said that his company had determined by a nationwide survey and use of questionnaires, that music in one form or another takes first, second and third places in the popular choice of programs. Speeches, talks and lectures come in a poor fourth, and except in the case of a nationally known speaker on a historic occasion or in the height of a Presidential campaign, the average time any speaker can hold an audience is precisely seven and one-half minutes.

In the discussion that followed, C. F. Radley, advertising manager of Oakite Products, Inc., gave some interesting figures on actual inquiries produced by a variety of experiments with radio which his company had used, in which it was deliberately trying to provoke inquiries as a measure of the advertising's effectiveness.

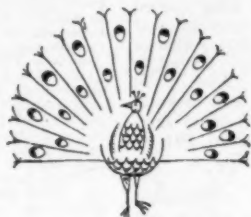
It had, he said, tried everything from two minutes to a whole half hour, and had used in all twelve different stations. In one case it had continued to get inquiries for a period of two months after it had discontinued broadcasting from one station.

Then it had used the same identical program from a certain New York station, getting 650 inquiries a week; from a New England

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*Good News from the Condé Nast Publications*

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# WOW!

**MORE** than a hundred pages of **NEW** space in *Vanity Fair* ordered since our P. I. advertisement two weeks ago.

Space now on order totals 926 pages.

A gain of 356 pages over the volume on the books a year ago. 'Way, 'way over any past history we ever made.

As they would say on Broadway, *Vanity Fair* is "wowing them."

Have **YOU** reserved space? How about stepping your order up a bit?

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*The Condé Nast Publications and Properties are:* **VOGUE . . . VANITY FAIR . . . HOUSE & GARDEN . . . THE AMERICAN GOLFER . . . VOGUE PATTERN BOOK . . . BRITISH VOGUE . . . FRENCH VOGUE . . . GERMAN VOGUE . . . LE JARDIN DES MODES . . . BRITISH VOGUE PATTERN BOOK . . . VOGUE MODERN ALBUM . . . VOGUE PATTERNS . . . THE CONDÉ NAST PRESS . . .**  
**THE CONDÉ NAST SYNDICATE**

station, getting twenty; from a New Jersey station, getting 500, and from a second New York station, getting fifteen. It was still utterly unable to say what caused such enormous discrepancies, but in one case it found that a change in the announcer had caused a big drop in inquiries. And it had put on a two-minute experimental program on one small New England station and received 100 inquiries a week for \$12 a week paid for the time.

The general opinion of the audience seemed to be that, as Mr. Arnold himself put it frankly, there is still a tremendous lot to be learned about the whole subject, but we are beginning to get a little light on it and may expect to have more.

### Bruce Publishing Company Buys "Apparel Merchant"

The Bruce Publishing Company, St. Paul, publisher of the *Northwest Commercial Bulletin*, has purchased *Apparel Merchant* from Northwest Merchants, Inc., of that city. Commencing with the February issue, the two papers have been merged into the *Commercial Bulletin* and *Apparel Merchant*. H. S. McIntyre, formerly editor and manager of *Apparel Merchant*, becomes managing editor of the new publication.

### Bass-Heuter Paint Plans Northwest Newspaper Campaign

The Bass-Heuter Paint Company, Seattle, Wash., has appointed the Honig-Cooper Company, Inc., advertising agency of that city, to direct an advertising campaign in newspapers in the Northwest. The campaign will feature "color charting" of homes to help housewives choose better color schemes for their Spring painting.

### P. R. Bishop with Landstrom Furniture Company

Paul R. Bishop, recently assistant to the president of the American Stove Company, St. Louis, in charge of marketing, has been made sales manager, in charge of sales and advertising, of the Landstrom Furniture Company, a division of the Consolidated Industries, Rockford, Ill.

### R. H. D. Swing, Jr., Heads Lubell Brothers

R. Hamill D. Swing, Jr., for the last seventeen years director of sales of Greenebaum Brothers & Company, Philadelphia, has been made president of Lubell Brothers, New York, Bell Brand boys' blouses, shirts and pajamas.

### Supplement to Be Added to Paint Trade Papers

"American Modes in Painting and Decorating" is the name of a quarterly twelve-page color supplement which will be issued to subscribers of the *American Paint and Oil Dealer* and the *American Painter and Decorator*, published by the American Paint Journal Company, St. Louis. The first issue of this quarterly supplement, which will be devoted to the "average" type of home, will appear on May 1. Editorial material in those issues of the *American Paint and Oil Journal* and the *American Painter and Decorator* to be accompanied by this quarterly supplement will tie up with the supplement, which will carry no advertising.

### Richard Hunter with Allied Motor Industries

Richard Hunter, formerly with the Chicago office of Ruthrauff & Ryan, Inc., has been appointed director of advertising of Allied Motor Industries, Inc., of that city, and will also supervise advertising for its subsidiary companies. The Allied Motor Industries, Inc., is a holding company which was recently formed for a number of operating companies in the automotive and aircraft industry.

### R. B. Deane to Join Jackson "Clarion-Ledger"

R. B. Deane, who has been with George M. Kohn, Inc., publishers' representative, Atlanta, has been appointed assistant publisher of the Jackson, Miss., *Clarion-Ledger*. This appointment is effective March 1. R. L. Hobart has joined George M. Kohn, Inc., to take Mr. Deane's place.

### H. G. Keller Heads New Mason Tire Company

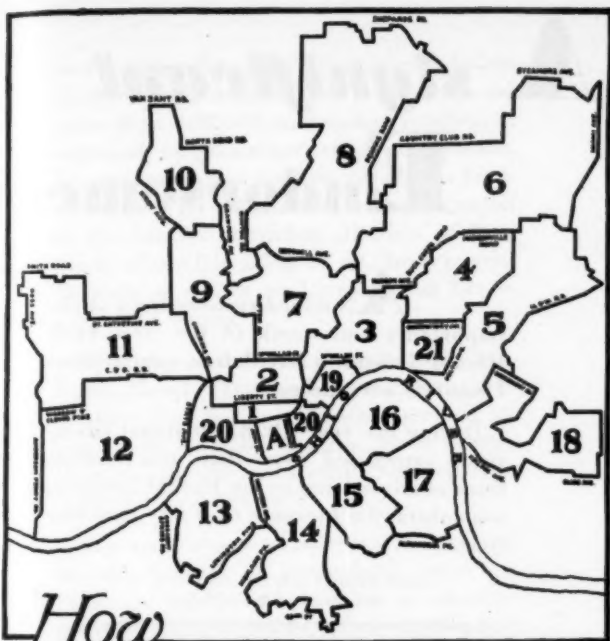
Henry Garrison Keller has been elected president of The Mason Tire and Rubber Company, Kent, Ohio, by the bondholders committee which is reorganizing the company. He had been previously with Ford, Bacon & Davis, New York, and Ralph E. Davis, Pittsburgh.

### B. W. Druckenmiller with Pennsylvania-Dixie Cement

B. W. Druckenmiller, for the last sixteen years with the Crescent Portland Cement Company, Wampum, Pa., has joined the Pennsylvania-Dixie Cement Corporation, New York, in a special sales capacity.

### Seattle Agency Advances L. G. Hager

L. G. Hager, who has been with the Strang & Prosser Advertising Agency, Seattle, for fifteen years, has been appointed manager of the commercial art department of that agency.



## How Metropolitan Cincinnati Was Divided Into 21 Districts

A personal study recently conducted by Emerson B. Knight, Inc., under the direction of the Cincinnati Retail Merchants Association, allows you as an advertiser or merchandiser not only to judge Metropolitan Cincinnati as a whole, but also by each respective district—thus affording you the greatest possible opportunity of properly cultivating this wealthy market.

Notice how this wealthy city has been divided into 21 districts. The careful distribution of interviews, a thorough cross section of each district as well as of the city as a whole, results in a clear, positive and reliable description of 159,518 families—their habits, opinions, living standards and buying capacity. Have you received your copy?

## The Cincinnati Times Star

**Eastern Representative**  
MARTIN L. MARSH  
24 West 40th St.  
New York City, N. Y.

**Western Representative**  
KELLOGG M. PATTERSON  
904 Union Trust Bldg.  
Chicago, Ill.

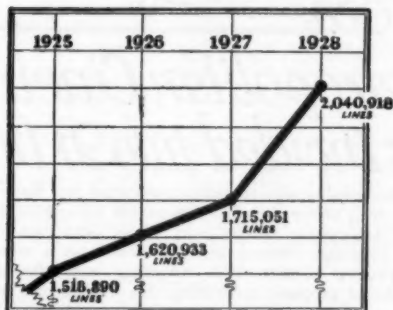
COPYRIGHT 1928

# A significant Endorsement

**A**N added endorsement of the importance and worth of the New York Herald Tribune's circulation comes from Financial advertisers.

During the year 1928, Financial advertisers purchased more than two million lines of advertising in the Herald Tribune, —a substantial increase over any previous year.

GROWTH of FINANCIAL ADVERTISING  
in the New York Herald Tribune



January 1929 broke all previous monthly records with a gain of more than 100,000 lines of Financial advertising compared with January 1928.

Financial advertising is directed to readers of intelligence and substantial buying

power. The Herald Tribune's circulation of more than 300,000 on weekdays and more than 400,000 on Sundays reaches, in unusually large numbers, this type of reader. To a greater extent than any other New York newspaper its circulation is concentrated in the wealthy suburban districts of New York, where live 32% of all those executives whose names are listed in the Directory of Directors.

Financial advertisers recognize in the New York Herald Tribune's circulation that quality which led to its being described by one of the nation's leading space buyers after a complete and careful analysis as a "City Without Slums".

The same characteristics which give the Herald Tribune a recognized value to Financial advertisers make it a valuable medium for advertisers of any worth-while merchandise.

1928 was the New York Herald Tribune's biggest advertising year—January, 1929, was the biggest January in history.

This growing, successful newspaper will help to make 1929 a successful year for its advertisers.

# NEW YORK Herald Tribune

SAN FRANCISCO  
Verree & Conklin  
681 Market Street

DETROIT  
Woodward & Kelly  
Fine Arts Building

NEW YORK  
225 West 40th St.

CHICAGO  
Woodward & Kelly  
360 N. Michigan Avenue

BOSTON  
Carroll Judson Swan  
931 Park Square Bldg.

PHILADELPHIA  
Kelly-Smith Company  
Atlantic Building

# How Advertising Is Making the Calavo a Staple Fruit

The Avocado Growers of Southern California Called in Modern Merchandising and Advertising to Solve Their Surplus Crop Problem

By Lindsey H. Spight

IN 1924 the avocado growers of Southern California suddenly awoke to the fact that the business of raising this fruit had been gathering momentum to such an extent that it would soon be out of hand and ruin everyone engaged in it. In self-protection they organized a selling group known as the California Avocado Growers' Exchange. Its purpose was solely to dispose of the crop then setting on the trees, so much larger than any crop known before that the growers knew they would not be able to dispose of it in the local market.

Up to 1924 the entire crop produced had been sold in Southern California and no attempt had been made to try to introduce it into other markets. The individual growers either sold the fruit themselves at

roadside stands or brought their fruit into the cities and sold it to dealers for the highest prices they could get. There was no standard of quality for the fruit and the varieties offered were legion.

The Exchange, then, was confronted with the immediate problem of setting some sort of standard for the fruit so it would have a basis for price-setting and grading; and of creating a demand and developing markets which would take the surplus not consumed at home. Though the crop

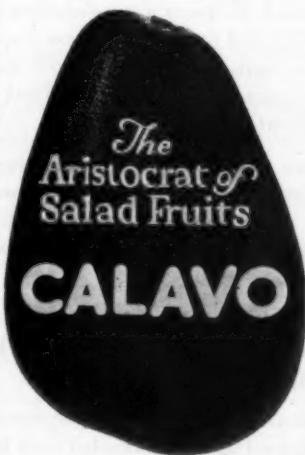
was so much larger than had ever been produced before, it amounted to only 250,000 pounds, not nearly enough to justify an attempt for complete national distribution. Another complication presented itself in that, while the crop in 1924 amounted to a quarter of a million pounds, the number of orchards

set out to the fruit but which had not yet come into bearing promised to increase the production many times.

One of the first and most important steps then taken was the establishment of a standard of maturity for the fruit. Through research work done by the University of California and the State Department, maturity of the average fruit was set at 8 per cent of oil. After something of a struggle because of opposition from dealers and

jobbers, the growers succeeded in having this standard made a part of the State Standardization Act, which makes it illegal to sell avocados in California having less than this amount. The growers then established a laboratory in connection with the packing-house and each member is required to have sample fruit tested before he can start picking.

The next step of importance, and one which has resulted in greater benefits to the Exchange than possibly any other single thing, was



*One of the Colored Transparencies Which Retailers Stick on Their Windows*



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the adoption of a trade-marked name for its fruit—"Calavo." The Exchange name was then changed to the Calavo Growers of California, as it is known today. No fruit is stamped Calavo unless it has been tested and carefully graded. It is then guaranteed to have the full oil content required by law, 8 per cent minimum, but usually 20 to 30 per cent. If a fruit marked Calavo is not satisfactory it will be replaced by one that is.

Growers were making this discovery, and were also struggling with all the problems incident to introducing and shipping an entirely new product, a crop census in the summer of 1926 disclosed the situation that the crop would be double what it had been the year before.

In alarm it was decided to institute an advertising campaign. The first advertising campaign of the Calavo Growers was conducted with the idea of interesting jobbers and dealers in the fruit and



Recipe Booklets Are Being Used to Stimulate Interest in the Calavo and Show How It Should Be Served

The name was an experiment. It has been decidedly successful. Calavos receive a preference in the wholesale market and in the retail store which is reflected in the price which they command over the price of other fruit.

Advertising was not undertaken at first. Contact with outside markets was made through connections which member growers had with the large markets. But this arrangement was not satisfactory. Hampered by a general ignorance of the fruit, how to handle it, how to prepare it, and all the myriad things one must know about the product, it was found that only specialists could really give it the proper attention.

Just about the time the Calavo

aiding them in selling it to consumers. The crop was still not large enough for national distribution, but, again, the estimated future production was so large that channels would have to be opened which would be capable of expansion with the increase.

In the light of this situation it was important to work out some sort of scheme to introduce the fruit to many markets and to maintain a skeleton distribution which would supply them with the surplus fruit and leave their potential development until the big crops started coming in. It was not possible to concentrate on one market as that would not give basic distribution for the future crops and the cost was far too great

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## NO FORMULAS FOR ADVERTISING

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**T**his agency does not apply any set, inflexible formula to the practice of advertising. The needs of its clients preclude such a procedure, and the disposition of the agency is at all times to build upon the broad base of organized effort, yet retain the ease and flexibility that are required in the operation of an advertising agency.



**PAUL M. HOLLISTER**  
Vice President  
and Account Representative  
New York



**THOREAU CRONYN**  
Account Representative  
New York



**E. B. MASON**  
Assistant Account  
Representative  
New York



**JAMES RORTY**  
Assistant Account  
Representative  
New York



**GEORGE I. BUSHFIELD**  
Copy Department  
New York



**T. ARNOLD RAU**  
Asst. Treasurer—Manager of  
Accounting Department  
New York



**GEORGE McANDREW**  
Art Department  
New York

**Batten, Barton, Durstine & Osborn**  
INCORPORATED  
**ADVERTISING**  
**383 Madison Avenue, New York**

CHICAGO: McCormick Building · BOSTON: 10 State Street · BUFFALO: 220 Delaware Avenue

to undertake general distribution.

The retail price of Calavos prevented them from becoming a commodity which could be sold generally in all classes of stores. It was necessary to seek out the exclusive stores which cater to a wealthy clientele and dispose of the fruit to them. The large crop anticipated for this season will bring the fruit within the range of a great many people who could not afford it before, but the preliminary distribution work had to be aimed at the upper strata.

It was decided that the best promotion work for Calavos would be through co-operation with the dealers who were actually handling the fruit. The first step in market extension was a direct sales contact with the wholesale distributors of fruit. From them lists of jobbers and retailers were obtained. Then to this selected list was mailed a broadside presenting an illustrated story of the new and profitable food fruit. When unfolded it made a display piece to be hung up. Sixty-five hundred of these were mailed out.

The next step was to imprint the names of the best dealers on an attractive four-color booklet telling the story of Calavo and offering a set of recipe cards. These booklets were enclosed with the dealers' monthly statements to their customers or personally handed out by demonstrators working in the stores. Altogether 311,000 of these booklets were distributed.

Another item given to dealers for use in their stores was little paper bags printed with recipes and large enough for one or two Calavos. Over 500,000 of these were distributed. These were designed to reach customers of the stores which have no mailing list or where demonstrators could not be used.

An inexpensive folder in two colors containing more about Calavos and a few illustrated recipes were furnished to dealers imprinted with the names of their stores. These were handed to customers when they made inquiries about the fruit, or were wrapped with packages in the stores. Almost a million of these have been

distributed. Then sets of window streamers were furnished to dealers. Cardboard display pieces attractively finished in colors were furnished for display within the store. Colored transparencies the shape of a Calavo were put on the show windows and front doors of stores by jobbers' salesmen and dealers' salesmen. Price cards were furnished the dealer to call attention to Calavos on his stands.

#### *Teaching Consumers How to Eat Calavos*

The final step, and one of the most important, was to teach consumers just how to use Calavos in order to take full advantage of the flavor and food value and to tell them of the many delicious dishes which could be prepared with this fruit. A number of recipes were printed on cards suitable for recipe files, illustrated in colors and packed in convenient little containers. An offer to send these cards to anyone writing in for them was printed on the bags, on the eight-page colored booklet and the recipe folder and given publicity through various channels. These sets of cards are sent out only on personal request, but within the last year about 10,000 have been distributed.

To retain contact with the dealers in order to keep them enthusiastic about Calavos and to insure the efficient use of this advertising material, four-page letters were sent to selected lists telling them by means of word and picture of the success which had been made by other dealers in handling Calavos and of the many ways in which the fruit could be served.

Enclosed with these letters were return postcards by means of which the dealers could ask to have a salesman call to get more information about the fruit, or if they were already handling it, secure new or additional advertising material to help with their sales.

To pave the way for the dealer in selling the best hotels and restaurants throughout the country, and to make an entry for Calavos, a series of letters was sent to the chefs of these places. These letters told about Calavos, their qual-

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ity, their preparation, etc. Enclosed with each letter was a recipe card showing a picture and giving the recipe of a Calavo dish prepared by some famous chef.

Full-page advertisements in color are being used in national magazines. With some improvements, a great deal of the advertising material so successful in the first campaign will be used over again. The two-color booklets will be eliminated, but the four-color booklets will be redesigned and used. The bags are to be used, and large cardboard posters showing the fruit on the half shell will be distributed for display purposes. The recipe cards, with a few changes, will be an important item.

The growers are now ambitious to remove the fruit from the novelty class and put it in the class of a staple article of diet, such as the orange, apple or potato.

### New Advertising Business Formed at St. Louis

Geo. C. Nagel & Associates is the name of a new advertising business which has been organized at St. Louis to specialize in industrial accounts. George C. Nagel is in charge of production; F. W. L. Peebles is in charge of research; Charles G. Brethauer is art director and J. D. Cohen is an account executive.

### P. F. Lubben with Bruce Publishing Company

Paul F. Lubben, recently promotion manager of the New York *Daily Mirror*, has been appointed Eastern advertising manager of The Bruce Publishing Company, Milwaukee, Wis., publisher of the *American School Board Journal*, *Hospital Progress* and *Industrial-Arts Magazine*. His headquarters will be at New York.

### "American Resorts," New Magazine

*American Resorts* is a new monthly magazine published by the Patterson Publishing Company, New York. Its editorial contents are to be devoted to the interests of summer and winter hotels, country clubs, permanent camps and "dude" ranches.

### Appoints A. Eugene Michel and Staff

The McLeod & Henry Company, Troy, N. Y., manufacturer of furnace refractories, has appointed A. Eugene Michel and Staff, New York advertising agency, to direct its advertising account. This appointment is effective March 1.

### "A Most Valuable Service for the Advertising Industry"

SANDBO ADVERTISING COMPANY  
INDIANAPOLIS

Editor of PRINTERS' INK:

We surely thank you for the complete information given us in your letter of February 8 regarding the burlesquing of artist's work, and for your co-operation in taking care of our request so promptly.

Once again PRINTERS' INK has proved not only its undisputed leadership, but the fact that it offers a most valuable service bureau for the advertising industry.

SANDBO ADVERTISING COMPANY.

### W. H. Hough with Stanley Fan-C-Pack Sales Company

William H. Hough has resigned as director of sales of the Henderson Lithographing Company, Cincinnati, to become managing director of the Stanley Fan-C-Pack Sales Company, Dayton, Ohio. The Stanley Fan-C-Pack Sales Company has been formed to market and advertise the products of the Stanley Manufacturing Company, Dayton, and the Fan-C-Pack Company, New York. Mr. Hough was at one time advertising manager of the Detroit Pressed Steel Company.

### Wisconsin Parts Company Merged with Timken-Detroit

Consolidation of the Wisconsin Parts Company, Oshkosh, Wis., with the Timken-Detroit Axle Company, was completed with the approval by stockholders of the terms of the merger. No change in the personnel of the Wisconsin Parts Company is anticipated. Willard Rockwell, president, becomes a director of the Timken-Detroit company.

### Appoint Allentown, Pa., Agency

The Geo. H. Garnet Company, Allentown, Pa., chemical products, has appointed Shankweiler-Mickley, Inc., Allentown advertising agency, to direct its advertising account. Newspapers and direct mail will be used.

### J. N. Pratt Joins Paul F. Herrick, Inc.

J. Nelson Pratt, formerly with the International Power and Paper Company, Rochester, N. Y., has joined Paul F. Herrick, Inc., recently incorporated advertising business of that city, as an account executive.

### Cosmetic Account for AW-Advertising

Angela Varona, New York, cosmetic products, has appointed AW-Advertising, Inc., of that city, to direct its advertising account. Magazines and direct-mail advertising will be used.

# Who Sells Your Product?

*Are toilet goods sold only by druggists? . . . . Jewelry only in jeweler's shops? . . . . Women's hats only in millinery stores?*

## Not today!

THE tendency of distribution is away from specialization and toward diversification. Those who are familiar with the great survey of retailing recently published by the U. S. Chamber of Commerce need not be told how far this has gone. Dry goods stores sell automobile parts. Millinery shops sell toilet articles and trunks; clothiers sell radio and saxophones; women's apparel shops sell flowers and cigarettes; fur stores sell jewelry and art needlework.

Out of 73 classes of commodities covered by the survey of retailing no less than 68 are sold in dry goods, department and apparel stores. Indeed, the only commodities not recorded in this survey as carried in these shops are automobiles, calculating machines, caskets, live stock and iron-and-steel.

No longer can you put your finger on a clothier and say simply, "He sells clothes." No longer can you dismiss the women's ready-to-wear store with a perfunctory classification, "Coats and suits." The field of department stores, apparel shops, dry goods stores, millinery, clothing, footwear and other spe-

cialty stores offers infinite opportunity to manufacturers not now strongly represented there.

Strikingly indicative of this fact are the tabulations recently completed by the Fairchild research department, analyzing the returns from a questionnaire to Fairchild subscribers in every part of the textile-apparel industry.

For instance, to quote only one section of the extensive report, the accompanying table lists the commodities dealt in by the stores of the retail readers of 14,608 copies\* of Women's Wear Daily.

Women's Wear Daily, the newspaper of this great market, is an unequalled medium for reaching into undeveloped outlets for your merchandise—unequalled in circulation, for it has the largest retail readership in its field—unequalled in reader-interest, for its news is literally indispensable to the conduct of its reader's businesses.

The Fairchild Research Department is at the service of agencies and national advertisers. Not only the extensive investigation of which a small part is quoted above from the "Preliminary Analysis of Women's Wear Circulation," but the results of its years of labor and specialized knowledge are available to research men.

\*Out of 30,194 total net paid (ABC).

## The FAIRCHILD PUBLICATIONS

8 EAST 13TH STREET

NEW YORK

CHICAGO PHILADELPHIA ROCHESTER LOS ANGELES LONDON  
BOSTON WASHINGTON ST. LOUIS PARIS BERLIN

### WOMEN'S WEAR DAILY

30,194 net paid (ABC) Formerly Women's Wear Magazine

21,348 net paid (ABC)

### FAIRCHILD'S INTERNATIONAL (PARIS)

8,000 distribution

### FAIRCHILD BULLETINS LONDON-PARIS

### STYLE SOURCES

MAN—and his clothes—LONDON  
British and Continental Style News

11,000—over 9,000 net paid

### FAIRCHILD TRADE DIRECTORIES of the Textile-Apparel Field

### DAILY NEWS RECORD

13,234 net paid (ABC)

### MEN'S WEAR

14,381 net paid (ABC)

### RETAILING

A Weekly Newspaper of Modern  
Distribution Methods  
Established, Jan. 5, 1929

### FAIRCHILD TEXTILE- APPAREL ANALYSIS

## Commodities Dealt in by Retail Stores Where Women's Wear Daily is Read

	Men's & Women's Apparel Stores	Department Stores	Dry Goods and General Stores	Women's Apparel Stores	Fur Stores	Millinery Stores	Miscellaneous Retail Stores	Total
Aprons—House Dresses.....	285	4663	490	1402	...	...	492	7332
Blouses and Middies.....	259	4412	427	1357	...	...	462	6917
Coats and Suits.....	648	4682	472	4062	38	...	743	10645
Corsets.....	221	4639	516	1492	...	23	505	7396
Dresses.....	635	4682	490	4721	13	58	1107	11706
Millinery.....	480	4318	472	2914	...	1015	717	9916
Negligees.....	285	4526	414	2405	...	23	560	8213
Petticoats.....	246	4341	395	1537	...	...	465	6984
Skirts.....	221	4138	300	1687	...	...	437	6783
Bathrobes.....	305	4568	440	1687	...	...	505	7505
Bathing Suits.....	324	4549	459	1657	...	...	506	7495
Belts.....	207	4455	478	898	...	23	427	6488
Furs.....	337	4162	351	2540	695	23	603	8711
Gloves.....	234	4663	535	1342	...	11	494	7279
Handkerchiefs.....	285	4639	541	1971	...	92	569	8097
Hosiery.....	428	4663	561	2854	...	150	672	9328
Jewelry.....	155	4185	382	1003	13	69	411	6218
Neckwear.....	234	4568	535	1153	...	11	474	6975
Raincoats.....	415	4592	452	2151	...	...	546	8156
Shoes.....	181	4072	312	434	...	...	340	5339
Sweaters.....	402	4592	452	2211	...	23	555	8235
Underwear—Knit.....	207	4549	510	793	...	11	435	6505
Muslin.....	91	4568	357	689	...	...	532	6237
Silk.....	441	4639	472	2435	...	69	607	8663
Rayon.....	376	4568	484	2166	...	69	571	8234
Art Needlework.....	...	4072	382	210	...	35	464	5163
Blankets.....	78	4436	510	105	...	...	351	5480
Cotton Dress Goods.....	...	3845	414	45	...	...	291	4595
Curtains.....	60	4346	457	90	...	...	316	5269
Curtains—Upholstery								
—Draperies.....	...	4251	544	...	...	...	354	5149
Domestics.....	26	4341	522	30	...	...	338	5257
Dress Trimmings.....	...	4341	510	120	...	...	643	5614
Laces and Embroidery.....	13	4299	490	165	...	11	493	5471
Leather Goods and Hand Bags..	130	4436	497	734	...	11	423	6289
Linens.....	26	4436	503	120	...	69	500	5596
Linings.....	...	4228	427	90	...	...	319	5064
Luggage and Trunks.....	117	4091	242	225	...	...	300	4975
Notions.....	39	4436	516	180	...	...	503	5674
Ribbons.....	13	4341	478	165	...	46	493	5536
Silk Dress Goods.....	...	4455	580	150	...	...	666	5851
Toilet Goods.....	52	4228	395	404	...	23	347	5449
Umbrellas.....	181	4412	510	554	...	...	404	6061
Upholstery and Draperies.....	...	4204	391	...	...	...	284	4879
Veilings.....	...	3821	228	120	...	...	251	4444
Woolens and Worsteds.....	...	4228	434	90	...	...	329	5081
Women's Wear Daily Circulation	687	4729	660	4990	695	1015	1823	14608

# The proper study of Man- kind is Man .... -but the proper study of markets is Woman

The most important unit for most advertising purposes is the "responsible woman head of family." Highly trained permanent members of the Knight Organization have studied her habits, preferences and opinions in over seventy American markets. How her family lives and buys have an effect on all advertising plans.



*Knight Market Reports  
are built on:*

PERSONAL  
INTERVIEWING

Permanently employed  
Field Investigators  
trained in securing ac-  
curate information

MACHINE  
TABULATION  
BONDED AUDITORS  
CORRECT ANALYSIS  
COMPLETE UNBIASED  
FACTS

## UNBIASED FACTS

The utmost care and precision is guaranteed in Knight studies by careful check and by methods gained by years of study and experience. All Knight reports are unbiased, uncolored facts.

They have had to be, for in a comparatively few years Emerson B. Knight, Inc., has grown into first place among national organizations in consumer research.

**EMERSON B. KNIGHT, Inc**  
225 N. New Jersey St.  
INDIANAPOLIS INDIANA

*Truthful ~ Unbiased Market Research*



## The Direct-Mail Situation in Great Britain

CENTRAL UNION TRUST COMPANY OF  
NEW YORK  
NEW YORK

Editor of PRINTERS' INK:

Will you please tell me where I can find information regarding direct-mail "habits" in Great Britain?

JOHN DONOVAN,  
Advertising Department.

THE direct-mail habits of Great Britain are conditioned very largely by geography. A population roughly one-third of that in the United States is crowded into an area about the size of Arizona. But it has under one-tenth as many newspapers and periodicals. No town under 20,000 population has a daily paper. Distances being small, the average circulation of newspapers is high, but scattered. Consequently, a local advertiser is handicapped by the high cost of circulation outside his trading area, and tends to use direct mail.

This, however, is only a small part of the direct-mail advertising situation in Great Britain. The largest users of this method are financial and stock-flotation houses, and the big department stores. In each of these classes, direct mail is used to supplement newspaper advertising, and not to replace it. When a big financial issue has to be floated, the bank or other issuing house, or the promoters of the company itself, will use two- and three-column advertisements in the leading city dailies, and will also send a full print of the prospectus required by the law to be printed in connection with every flotation, to lists compiled from shareholders' registers of existing companies. A number of concerns, specializing in the work, keep registers of shareholders continually revised and extended. They have the call on an enormous amount of labor, and some of them will contract to address 500,000 covers overnight. The big department stores use direct mail for advertising their general sales, customarily held in January and July.

Direct mail for regular advertis-

ing is used generally to supplement newspaper advertising, by a very large number of English houses, usually in the specialty businesses, and big results have been obtained. The best authorities hold that cold addresses are not sufficiently fertile for general use. The business of Martins Ltd. (cigars and tobacco), which is the largest specialty business conducted with direct-mail methods in Great Britain, never uses cold addresses, the register of names (about 250,000) being made up of responses to big newspaper advertising at intervals of many years, supplemented by a very large number of recommendations from existing customers. The Martin business is mail order, and its success is exceptional in this country which, from its small geographical size, is obviously not favorable to mail-order trading. No house comparable with Sears, Roebuck or Montgomery Ward exists.

Although it is, of course, an offence at common law to circulate fraudulent matter by mail or otherwise in Great Britain, the British Post Office is clothed with no such specific control over postal matter as the Postmaster General in the United States. Two ounces are carried for the equivalent of 1 cent unsealed, and the same for 3 cents sealed. Notices desiring local postmasters to give any special treatment to undeliverable matter are ignored, even if printed on the covers, except that book-post (*i. e.*, unsealed) matter is returned to the sender on payment of a second postage, provided his address and a request to that effect are so printed. Letters, with which are included all sealed envelopes, are returned free of charge, whether a notice to this effect is shown or not, and if the envelope does not bear the sender's name it is opened to be readdressed, and then sealed again. The reason for non-delivery is written on the cover ("Gone: no address"; "dead"; "not known," etc.), and if a removal address is known, both book post matter and letters are readdressed by the officers of the post-office and sent on without fee.

The use by business concerns of

automatic machines which print a franking notice on envelopes is very common and is rapidly increasing. Payment for a suitable number of frankings is made to a postmaster who has means by which the machine can be set to stamp that number of envelopes and no more. A brief message (described, perhaps optimistically, as an advertisement) can be printed across the top of the envelope, too, by the same machine, at the same time.

Direct mail has been known to build up a considerable number of businesses single-handed. A firm of dyers and cleaners in the south of Scotland (Turnbells, Limited) has a very large retail business created by this method alone. A grower and jobber of potatoes built up a large retail mail-order business by mailing every year to cold addresses in the telephone book a pamphlet which contained nothing but a page of prices and seven pages of small type consisting solely of the names and addresses of his customers!

Robert Bowran & Co. Limited, who make the best-known bitumen paints and were the first to make bituminous paint ("Bowranite") in colors, operate by direct mail alone, selling to iron shipbuilders, constructional engineers and the like. Telephone books are in common use as addressing lists. A list of residents in every city and municipality who are assessable is prepared and printed by an official appointed to that duty. As local taxes are assessed on the annual value of houses, these lists (which can be purchased) have a useful selective value. They are revised every year.

The big addressing agencies keep classified lists in great variety. Thus, all automobile owners are listed from the register of licenses, and so are all directors of and shareholders in companies. Contributors to charity are listed in grades, according to the single amounts they are known to have given. The freshness of such lists varies greatly and independent inquiries are to be recommended before contracting for the use of them.—[Ed. PRINTERS' INK.]

## How the "Penalty of Leadership" Came to Be

MAC MANUS INCORPORATED  
DETROIT, FEB. 3, 1929.

Editor of PRINTERS' INK:

Will you permit me to acquit myself of the apparently indecent exhibition of self-endorsement indicated by your gracious article in the January 31 issue on the Penalty of Leadership?

I did not write the eulogy on the Penalty of Leadership which you quote—it was an addenda to my book, "The Sword Arm of Business," written by my enthusiastic friend, Robert Thien, of the General Motors Export Company.

The truth of the matter is that I did not write the Penalty of Leadership at all. At least "Bill" Matimore, once my amanuensis and protégé and now advertising manager of the Chrysler Corporation, tells me that I dictated it to him in a room in the old Cadillac Hotel and that he transcribed the original draft in shorthand.

The dear old thing has been going strong for a dozen years and Cadillac has just given it new and tremendous impetus by using it in direct-mail and newspaper advertising.

They tell me that people are demanding all the way from a dozen to tens of thousands of copies.

Of course you know that the real explanation of this astonishing popularity is that almost every man considers himself a leader and secretly suspects that he is the victim of enmity and injustice.

THEODORE F. MAC MANUS.

## State Bank of Chicago Elects G. S. Morse

Gaylord S. Morse, in charge of advertising and new business of the State Bank of Chicago, has been elected a vice-president of that bank. He will continue to direct advertising and business promotional activities.

## Becomes Cutler-Hammer Subsidiary

Cutler-Hammer, Inc., Milwaukee, motors and electrical controls, has purchased the Trumbull Vanderpool Electrical Manufacturing Company, Bantam, Conn., and will operate it in future, as a subsidiary of the Milwaukee company.

## Combine as Penman & Parry, Inc.

Harry G. Penman and Tom Jones Parry, who have been conducting their own advertising services at Seattle, have combined under the name of Penman & Parry, Inc., at that city.

## L. F. McClure with "Radio Manufacturers' Monthly"

L. F. McClure, for the last ten years Western advertising manager, at Chicago, of *Radio News*, has been made advertising manager of the *Radio Manufacturers' Monthly*, of that city.

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HENRY RALEIGH illustrates a new

story, for the March McCall's, by Frances

Noyes Hart, author of the Bellamy Trial.



McCALL'S

A MAGAZINE FOR WOMEN



# W

HAT IS GOOD FOR BOTH  
BUYER AND SELLER IS GOOD INDEED.

When window display advertising was in its infancy, it was proper to call in a number of producers and ask for ideas. Competition for space was not keen and almost any colorful display was acceptable to the retail trade.

Now that window space is more zealously regarded by the dealer and competition among the manufacturers keener, real knowledge of trade conditions and the sales potentialities of an idea calls for study, research and expert knowledge.

This type of service can not be rendered without the full cooperation which follows when a buyer places his business with one producer who in turn does not take business from a competing manufacturer.

We have spent our time in research and study of sales results rather than in selling. This attitude has brought us many accounts which we serve exclusively.

**CARL PERCY**  
INCORPORATED  
450 FOURTH AVENUE  
NEW YORK CITY

# Winning the Younger Market Without Losing the Old

A Style Committee of University Students Is Formed to Promote the  
Dunlap Hat as a Young Man's Hat

By Oscar DeCamp

**M**ANUFACTURERS of long established products are finding many ways to make their goods acceptable to flaming youth and to keep them acceptable at the same time to the older generation. This is a common merchandising problem.

There are many articles which have grown in favor year after year because of their quiet conservatism, the market for which would shrink in a very short time were the articles to be too radically changed in appearance. There is a deep-seated dislike in the minds of many young and older people for the extreme styles which have become popular among certain groups of young people, like high school and college students. Jaz-zing up an old-established product in an attempt to make it acceptable to college youth sometimes wins, not the college crowd, but the imitators of it, and thereby loses both the market aimed at and the one already possessed. The problem, of course, is to capture the up-to-the minute market without losing one's grip on the more stable market.

Dunlap Hats have been on the market about seventy-five years. They have always had an excellent reputation for quality and style. Recently, however, an idea began to spread that because Dunlap stood so well with the older generation there was a tendency on the part of many youngsters to think of it as an old man's hat. Perhaps one definite reason for this was the partial decline of the derby from about 1914 until 1925-26, when it began to come back into its present high favor.

The derby had a style reputation up until 1914, and Dunlap derbies were among the leaders. Then the derby suffered eclipse, but those who remained loyal car-

ried their preference for Dunlap derbies along with them and extended it to other Dunlap styles of hats. The situation in which the company finds itself at present, therefore, is that its prestige for quality and style is unimpaired among a large body of the public who first became acquainted with its hats some years ago, but among the younger generation the Dunlap is not generally looked upon as a young man's hat. So what the company began to look for was a way to get the idea into the minds of the rising generation that its hat is a young man's hat and at the same time keep the idea out of the minds of the older generation of hat buyers that Dunlap had gone "college boy," which very likely would have alienated many loyal customers.

## *A Student's Style Board*

The manufacturer of Dunlap Hats (the Knox Hat Company) conceived the idea of a "University Style Advisory Board," made up of five university undergraduates located in as many universities in representative sections of the country. The number of students comprising the board was later increased to six. Students were selected from the student bodies of the universities of Yale, Princeton, Michigan, Virginia, Washington and Leland Stanford.

These men were selected with care. A representative of the manufacturer visited each of the colleges and after personal inquiry and observation, picked his man, a junior or a sophomore. The board will meet twice a year, in January and June, in New York. Each man is paid a salary and his expenses to and from New York.

The office and function of these board members while at their respective colleges is to keep the

company advised of every style trend in hats observable among the students and the people in their territories, and, when they meet in New York, to assist the company with suggestions and criticisms in the selection of styles likely to meet with the approval and adoption of hat wearers in their sections of the country. Sales promotional activities among the students, pushing or advertising the Dunlap Hat to the end of influencing friends and associates at college to buy these hats, is not to be practised. Such activities, the company feels, would defeat the end sought, viz., gathering unbiased opinion on style preferences from groups of influential college men from the most important sections of the country.

The first meeting of the "University Style Advisory Board" was held in the early part of January, in New York, just before the men returned to school after the Christmas vacation. The meeting lasted three days. The first day was spent entirely in the factory, observing manufacturing operations. The second and third days were spent at the company's showrooms and executive offices where, in conference with sales executives and officers of the company, styles were considered and selected for the spring season. A feature of the meeting was a special luncheon attended by representatives of the various trade publications and fashion authorities. Photographs and motion pictures were made of the gathering for advertising purposes. The next meeting will be held immediately after the close of college in June.

The idea of this "University Style Advisory Board" and its activities are to be capitalized in the company's advertising to and for its dealers. Counter display and window pieces are now in preparation which will be distributed to Dunlap dealers generally, and special displays will be arranged for each of the six university towns and surrounding territories, featuring the style tie-up with the university in each territory.

The first piece of consumer ad-

vertising is a small folder, envelope size, for dealer distribution. It is of unique design and attractiveness. The folder is made with a single fold, except that the fold has a triple crease to form an inside gusset of  $\frac{3}{4}$ -inch depth, attached to which is an oval cutout printed on either side with a style picture of a man wearing a Dunlap hat.

When this folder is opened for examining the inside pages, the gusset causes the oval cutout to stand upright. The side of this oval that faces page 2 of the folder bears the picture of a very young man wearing a Dunlap hat, and page 2 is printed with this message: "The University Style Advisory Board for Dunlap Hats. Dunlap has engaged the services of six students of six American universities to assist in styling Dunlap hats. These men know style, and Dunlap spring hats are fashioned to the ideal of the young man and the man who stays young. For over seventy-five years Dunlap Hats have been the choice of gentlemen."

The picture on the other side of the oval shows a somewhat older man. It faces page 3, bearing this copy: "The spirited youthfulness of Dunlap Hats preserves dignity and style. Dunlap Hats have a swirl of style which suits them to every face. The spring line is ready for your inspection in colors which range from Crystal Gray to Ironstone, from Coral Tan to Congo, and in greens and other shades in harmony with spring."

The use of the term "college boys" has been avoided throughout the advertising literature and the term "university men" used instead.

### New Accounts for Rochester Agency

The United Reproducers Corporation, Rochester, N. Y., manufacturer of Peerless Radio Reproducers, has appointed the Hutchins Advertising Company, Inc., advertising agency of that city, to direct its advertising account. Magazine, newspaper, business-paper and radio advertising will be used.

The Dansville Health Resort, Dansville, N. Y., has also placed its advertising account with the Hutchins agency. Newspapers in Eastern States and Canada and direct mail will be used.

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**4 EDITIONS**

**Grocery Edition**  
**CHAIN STORE AGE**  
A MONTHLY BUSINESS PAPER FOR CHAIN STORE EXECUTIVES

**General Merchandise Edition**  
**CHAIN STORE AGE**  
A MONTHLY BUSINESS PAPER FOR CHAIN STORE EXECUTIVES

**Administration Edition**  
**CHAIN STORE AGE**  
A MONTHLY BUSINESS PAPER FOR CHAIN STORE EXECUTIVES

**Druggist Edition**  
**CHAIN STORE AGE**  
A MONTHLY BUSINESS PAPER FOR CHAIN STORE EXECUTIVES

**FIRST—**  
**in Advertising Volume**  
**in Editorial Content and**  
**Paid Executive Circulation**

**CHAIN STORE AGE**  
93 Worth St., New York



# CIRCULATION W

## BY THE RESPONSIVENESS

### REF

The remarkable increase in the use of space in certain newspapers by advertisers as compared to their use on the equal, or even larger, circulations of other newspapers in the same cities, indicates a growing appreciation of true circulation values.

The circulations of some newspapers are worth more to advertisers than the circulations of others, because of the greater responsiveness of their readers to advertising and their greater willingness to buy.

When advertisers are found making a per reader investment in one circulation considerably higher than their per reader investment in another circulation, it can be assumed that these advertisers know that the reader responsiveness of the former is greater than that of the other.

For a number of years, advertisers in Boston have shown a marked preference for the readers of the Herald Traveler to those of other Boston newspapers. Proof is found in the fact that these advertisers have, year after

# BOSTON HERALD

Advertising representative:  
GEORGE A. McDEVITT COMPANY,  
250 Park Ave., New York, N. Y.  
914 Peoples Gas Bldg., Chicago, Ill.



# N WE IS ESTABLISHED- VES OF THE INDIVIDUAL- REER

in certain year, made a substantially larger investment per reader  
their use of the Herald-Traveler than in the reader unit of any other  
spapers large daily circulation in the city of Boston.

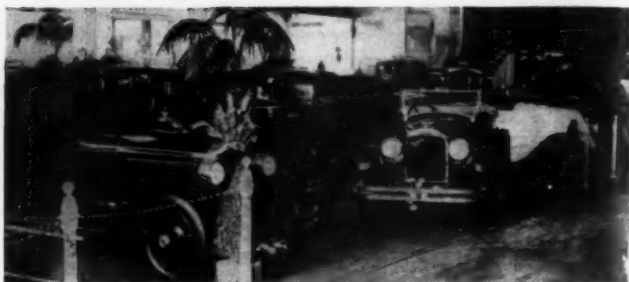
This appreciation of advertisers for the reader value of  
Herald-Traveler circulation is further emphasized by the  
total lineage appearing in Boston newspapers during 1928  
regardless of size or character of the business advertised.  
this lineage was divided as follows:

Herald (7 days).....	16,195,546 lines
Globe (7 days).....	16,130,084 lines
Post (7 days).....	13,650,648 lines
Transcript (6 days).....	7,744,691 lines
American (6 days).....	5,122,077 lines
Advertiser (Sundays).....	2,761,245 lines
Advertiser (Daily).....	1,640,292 lines

(From report of Media Records, Inc.)

## ERD-TRAVELER

For seven years the Herald-Traveler has been  
first in National Advertising, including all  
financial, automobile and publication ad-  
vertising among Boston daily newspapers.



*The new models that appear in New York are displayed in Buenos Aires' annual shows*

## Practically an "All American" Automobile Show in Buenos Aires

When Argentina, largest importer of foreign cars in Latin America, displays more American cars than any others in its annual shows . . . what does it mean?

Obviously, there exists a profitable and pleasant business relationship between the countries . . . and a market not for one but for all types of American cars. . . . it reveals a people with standards of taste similar to our own and with money to buy the best.

Argentina offers a safe return for every dollar in-

vested by American business. There is no internal competition because Argentina is *not* a manufacturing country and due to lack of mineral resources it cannot become industrial.

LA PRENSA of Buenos Aires carries advertising for many of the leading manufacturers of the United States. It reaches the well-to-do and the influential. American automobile manufacturers choose it first, because it has the largest circulation in Argentina, and gives more returns for the investment in space.

### JOSHUA B. POWERS

*Exclusive Advertising Representative*

250 Park Avenue  
New York City

14 Cockspur Street  
London, S.W.1

530 Av. Roque Saenz Peña, Buenos Aires

# Do Buyers Leave the Latch String Out for Your Salesmen?

A Good Salesman Always Paves the Way for His Next Call

By A. H. Deute

**A**N all too frequently overlooked problem of the salesman is that of seeing to it that the buyer's door is left open, or slightly ajar; or, if neither of these is possible, making certain that the door at least is left unlocked, so that the salesman will be able to see the buyer when he calls again.

We have all heard it said that there are two types of salesmen—the over-and-over men and the once-over men. The former build their territories slowly, increasing their following and their standing as time goes on. The latter may be quite successful on the first calls, but they lack that something which permits them to call on the same buyer every month or every three weeks or whatever the business demands.

The outstanding difference between these types of men is that the one lays his plans and conducts his interviews so that the stage is set for a future call. The latter type says his say and either gets the order or is definitely through so far as that prospect is concerned.

There are hundreds of salesmen on the road all the time who would be much better men—much more successful for their houses—if they could realize the importance of getting things arranged for the next call.

Fred W. Frazier, president of Minute Jelly, Inc., says that the man who can't come back for another call is the man who does not know how to be turned down.

"He's the type of man who's always right," says Mr. Frazier. "You see that type in all lines of business—the man who can never be wrong. If you don't want to buy anything when he happens to call on you, he feels it is a personal affront. If you aren't in a buying mood, he becomes resentful. He

can't postpone the interview until a more favorable moment. You often have to give him a beating to get rid of him; and that leaves the relations so strained that the door isn't open for a return call."

We have all seen such a salesman. He is hard working, aggressive, serious—often too serious. He works along sledge hammer lines. He is going to get the order or die in the attempt, so far as the impression created is concerned. So the buyer has no choice. He must either buy or see the salesman go away with the door shut on him.

## Never Coax a Buyer

Rube Wardell, a great salesman on the Pacific Coast, said to me once: "You can always tell when a man is distinctly not in a buying mood. Maybe it is the salesman's fault. Maybe he got away to a wrong start. Maybe he is not to blame at all. It may be the buyer's off day. But in either event, the chances for making a sale on that call are nil. Staying around and coaxing and arguing will only lead to bad feeling."

"When I meet a buyer who is not in the right mood, I get the stage set for the next call. I know I am going to be around that way in a month and if I handle myself properly I can build things up into a fine order for that call and probably make a real friend out of the buyer."

"I had called on a certain buyer for some months without getting an order. Then, on my last trip, I received a small one. I felt the ice was broken and from there on it would be relatively easy sailing. So I made the next call with a good deal of confidence."

"But I hadn't spent two minutes with that buyer before I realized things were going badly. I didn't

have his attention. I found myself trying to press and I saw I wasn't getting anywhere. Something was plainly wrong. I had no idea what it was. Then I got a lucky break—lucky for me. The buyer's secretary came in and laid some figures before him. There were a few hurried questions on the buyer's part. The secretary went out for further figures.

"It was not hard to get the drift of things. Somebody higher up was bringing pressure to bear on this buyer. He was in hot water over something or other. He had his mind on that other thing.

"Immediately, I said to him: 'You've got a busy morning on your hands. I'll be in town today and tomorrow. Would you rather I'd come back another time?'

"It struck him just right. There was a human touch in the situation. He looked up at me and said a peculiar thing: 'No, stick around for a half hour. There are several men waiting to see me and I've got to give them their turn. And I've got some important figures to get together. But you stick around here, anyway. Read a paper or something. As soon as I get those figures ready, I'll give you some time.'

"For almost an hour, while this buyer was collecting figures and writing out a report, I stayed with him in his office. Finally, he had it completed. He turned to me. I had my sample case closed. I picked it up and said: 'I'll be back here in a month again, anyway, and if you need something in the meantime, send the house a wire. I get the same credit for mail orders.'

"A month later, I received a splendid order. That buyer and I have been friends ever since. He told me, months later, what had happened. He had bought unwisely. He had misjudged a season's business. The management, in checking up inventories, was considerably disturbed. He was in an uncomfortable position. It had all broken on his head that particular morning. Later on, he worked himself out of his trying situation. But on that particular morning, his

misfortune proved to be my chance for making a real friend and a permanent customer."

Another successful salesman, Walter Morris, tells me he never overlooks an opportunity, when he is with a buyer, to prepare an opening for his next call. He sells a staple grocery jobbing line and competes with men who, more often than not, sell in the orthodox manner. They copy from the dealer's list those items which he requires. Then they recite the specials and the deals which the house has notified them are in effect. After that, if they have time, they make the "special effort" on some particular article.

#### *Pointers from Business Papers*

Morris does all of these things because there is much business to be written in this well established way. But he goes a step further. He is an inveterate reader of business papers and is a collector of what he calls "pointers."

"I never give out a pointer, though," he explained, "unless I have first arranged things. I fix things up for it on one call and spring it on the next. I see my trade every week, so there is plenty of chance to do it that way.

"For example, some months ago I read a good article on the 5 and 10 cent counter in the retail grocery store. The next day, I opened the subject like this in several stores: 'Do you know, Joe, a store like yours has got to be constantly on the lookout for something or other that's a little different and new to women. I read something yesterday about how one grocer got a hunch from Woolworth's and put himself in a 5 and 10 cent counter on which he worked off a lot of things. You ought to read it yourself. If you'd like to get the dope, I'll bring it around next time I come.'

"Every dealer said he'd be glad to know more about it. Some of the boys weren't exactly wildly excited, but still they said they'd like to know more. Sometimes it was just to be friendly. But it served the purpose.

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# Lovers of Luxuries

ARGENTINA is sufficiently prosperous to permit her people to enjoy their share of the world's luxuries. Noted for their beautiful parks, streets, buildings and institutions, the Argentines are buyers, among other things, of the most expensive motor cars.

The newspaper LA NACION of Buenos Aires, whose preeminence is recognized throughout the Spanish-speaking world, has a most powerful influence over the people's thoughts and their buying habits. LA NACION is indispensable to the manufacturer and advertising agent desirous of making American products known in Argentina.

LA NACION Regularly Carries Much More  
Display Advertising in All Classifications  
Than Any Other Daily in Argentina

Editorial and General Offices in  
the United States:

**W. W. DAVIES**

Correspondent and General  
Representative

353 Madison Ave., New York

United States Advertising  
Representatives:

**S. S. KOPPE & CO., Inc.**

Times Building  
New York

Telephone: Bryant 6900

Extraordinary Pulling Power—Superior Coverage—Prestige

# LA NACION

of Buenos Aires



# IDEAS

*are often  
notorious  
masqueraders!*

It takes the rare quality of "common sense" to tell a real idea from a "masked marvel."

The wrong idea can turn an advertising campaign into an advertising carnival. Thousands of dollars may be spent before the advertiser realizes there is nothing back of the fair mask worn by his Big Idea.

This agency believes an idea can triumph over a million

dollars. *Your* idea may consist of a vigorous, new merchandising plan—a change in package—an improvement in the design of your product—a trip-hammer copy theme. But *whatever* the idea, we believe that it must be tested by common sense and careful research.

*We would like to help any manufacturer spending \$50,000 or more in white space, find the idea that will increase his sales. We will be glad to present our plan to principals who mean business.*

*The* **LAWRENCE FERTIG COMPANY, Inc.**

*Advertising — Sales Promotion*

150 MADISON AVENUE, NEW YORK



article, pasted on a sheet of paper so it would not get all torn up in a couple of readings. I had the main points down pat and I read them off to the dealers I called on.

"I even worked out an idea for the little special counter which I could build from a couple of boxes, a couple of boards and ordinary wrapping paper. Also, I had a list of some fifty items from our line which would fit nicely on such a counter. Then, too, I could suggest a dozen or more slow moving items in the store which ought to go on such a counter and be given a boost out of the store.

"Before the week was over, I'd managed to start nine such counters and sold nice opening orders for each counter. The counters made money for the buyers. They are helping right now to get stick-ers off the shelves. They are turning many a dead item into money. I made friends with the plan.

"Of course, it wasn't my plan at all. I just made use of it. The main thing is that ideas of this sort and others which I pick up give me a constant string of reasons why the buyer wants to see me. In short, I try to have some 'unfinished business' to talk about the minute I hit his store. Each time, before I leave a man, I try to develop a reason for the next call."

"Some day," a hardware buyer in a Middle Western wholesale house said to me, "I'm going to write an article on buyer's ennui. It is going to deal with the sad plight of the buyer who sits day in and day out and has to stick out his weary hand and arm at the endless pageant of glad hand salesmen. I know those chaps aren't all tickled foolish to see me again. It's all in the day's work with them as it is with me."

That buyer touched on a subject which is a serious one with every salesman—that of the danger of becoming commonplace. The buyer can get to know the salesman too well. After about so many years, the salesman becomes a familiar sight. He has no special "words of wisdom" with which to impress the buyer. The buyer and everything around him

become prosaic and the salesman becomes a part of the prosaic picture.

The careful salesman makes it his business to keep from becoming prosaic. He knows he must never be taken for granted. When he gets to that point, then he finds himself sitting in the back of the warehouse or the store swapping stories and experiences with the "boys," while some competing salesman with a new line gets the business.

Ben Hirsch, a salesman friend of mine who has called on the same trade for so many years it would embarrass Ben to name them, had this in mind one day when he was telling me of some of his experiences.

"I never take the buyer for granted," he said. "After working hours, I may visit at his house and be on the most friendly terms with him and his family. But when he comes to my sample room, he is the prospective buyer and I am the salesman. It is sometimes hard for a man to live in this dual role—that of a hard working salesman, say, at four in the afternoon, and, at seven, as a welcome guest in the buyer's home.

"The temptation is to regard the prospective buyer as your personal friend when he comes to your sample room and to feel that, as a friend, he is naturally supposed to say, 'Ben, I'll leave it to you. Fix me up with what you like and plenty of each. You're my friend!'

"That is all very nice. It sounds ideal. But it is by no means good business. If I were the prospective buyer, I'd resent it at once. And I think that most buyers do resent such an attitude. It is as unreasonable as it would be for me to try to get myself invited to a buyer's home for dinner so that while I am seated with all his family, I could drill into him for an order.

"So it becomes the salesman's business to make his calls interesting to the prospect. After about so many years, the buyer wants to do more than just walk in and look at samples. Unconsciously, he expects more. If he does not get



something more than just a chance to look at samples, he will gradually tire of that line and that salesman. He is going to come to regard it as an old worn-out line.

"For that reason, the successful salesman brings with him something more than samples. Some salesmen can provide a vaudeville or a monolog act or what not. I can't, so I don't try to. But I try to bring some trade information—an idea or two—which will be helpful for that particular man.

"Bringing ideas around is not so easily done as one might imagine. Carrying around stock ideas or suggestions rarely means anything because they do not fit nine people out of ten to whom you may tell them. And just spouting ideas which are not applicable to a given business soon tires the buyers.

"The worth-while idea is the one which is, if possible, based on a suggestion which the buyer himself makes. Therefore, all during each interview I try to plan for my next call, though it may be six months away.

"It means a great deal to both the buyer and to the salesman if the latter can, in some way, be truly helpful to the other. It means a great deal to the salesman because after a period of years a salesman develops a real sense of affection for his trade. If he does not, then he won't be on that territory for any number of years."

Then Hirsch went on to explain that many a buyer has put up to him many a problem which cannot be solved on the spot. The manufacturer may be having his twenty-fifth or his fiftieth business anniversary in a year. He wants to put out some special package to celebrate the event. Ben makes a note of it. Six months from now, the next visit will open auspiciously because Ben can show the buyer a half dozen sketches or package designs.

"More often than not," Hirsch went on, "I've had to work long and hard to get a buyer started. I've called at his office and got nowhere. Every salesman meets a buyer now and then who says that he is being well served by another

house and does not wish to waste his or the salesman's time when it will mean no business for either. It is at such times that the ground work must be laid for future calls. If not done carefully the salesman who does not know how to take a beating—does not know how to retire gracefully—seals his own doom in that territory."

Walter Kupfer, one of the most "resilient" salesmen I have ever worked with, said to me some years ago: "The salesman who cannot take a turn-down gracefully does not know how to take an order gracefully. Now and then you see a salesman whose ancestors you can imagine were hogs. They gulp and gorge an order when it is given to them. But when the order is not forthcoming, they grunt and whine and squeal.

"No salesman enjoys being turned down. It is much harder to take 'no' for an answer than to take a 'yes.' The conscientious salesman is working much harder during the tough seasons than during the seasons when orders roll in. I have had days when I sold dozens of carloads without having to make any real effort. For such a day's work, I'd probably get a telegram congratulating me. I didn't deserve it. In a few months, I'd fight a whole week and not get a single worth-while order. The second telegram, if any, might not be so pleasant to read. And it wasn't deserved either. Every salesman knows how that is.

"But taking the turn-down gracefully, putting yourself into position for an order later on—that is possibly the most difficult business in the technique of salesmanship. Many a time it is possible to take the 'no' in such a way that the buyer regrets his inability to buy of you as much as you do. You leave his office with an invitation to come back again. The interview breaks up in a friendly, cordial manner, with the latch string hanging out so that when that salesman comes back, he can take hold of it, give it just a gentle pull and the door is open to another interview and the next effort to sell."



# DOUBLE . . . . . . TRUCK

**ADVERTISING** men who look upon the American Weekly as a 17 city giant, do not *begin* to visualize its hugeness.

The American Weekly does blanket 17 major American cities—but that is only *one column* of its *double truck* story.

The American Weekly concentrates and dominates in 485 of the nation's 784 towns and cities of 10,000 population and over.

*In each of 153 cities it reaches one out of every two families*

*In 119 more cities it reaches from 40 to 50%*

*In an additional 108 cities it reaches from 30 to 40%*

*In another 105 cities it reaches from 20 to 30%*

And still the picture isn't complete!

For in thousands of other prosperous communities, almost 2,000,000 additional families buy the American Weekly—constituting a colossal national circulation of 5,646,898—the greatest circulation and the most responsive circulation of any publication on earth!

**THE AMERICAN  
AWEEKLY**  
Greatest Circulation in the World

**Main Office:** 9 East 40th Street, New York City

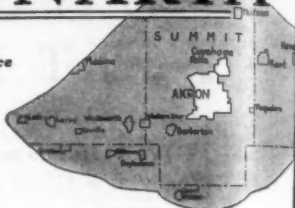
## BRANCH OFFICES:

Wrigley Bldg. Chicago	5 Winthrop Square Boston	753 Bonnie Brae Los Angeles	101 Marietta Street Atlanta
222 Monadnock Bldg. San Francisco	1138 Hanna Bldg. Cleveland	12-231 General Motors Bldg. Detroit	

# The AKRONARIA

—The area of  
Akron's Business Influence

**B** EING a compendium of useful information about Akron and Akronaria, published semi-monthly as a part of "Printers' Ink" by The Times-Press, of Akron, O.



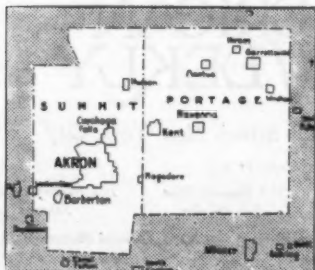
ISSUE OF FEBRUARY 21, 1929—NO. 2—THE TIMES-PRESS

**I**F you have not heard of the J. Walter Thompson Company's recent analysis of American markets, "Retail Shopping Areas"—there certainly is no value in advertising.

Acres of space and tons of ink have been used to call The Profession's attention to this great work.

If you have a copy, turn to page 112 and see AKRONARIA, the Akron Market, as Thompson defines it. If you don't have a copy, borrow one and study it, for it is important that you get an accurate picture of the great trading territory of Akron.

**Pictured below: The Akron Market, as outlined by The J. Walter Thompson Co. Two counties, 325,712 population.**



Thompson says AKRONARIA comprises two counties—Summit and Portage—pays 19,272 personal income taxes, is populated by 325,712.

It is not a part of the Cleveland Market. Its people do not buy Cleveland. It cannot be covered by Cleveland newspaper advertising. It is big enough to stand on its own feet, worthy of the "A" schedule and "A" sales crew of any manufacturer in America.

It isn't necessary to say that Akron's best newspaper is the Times-Press.

## STRICTLY BUSINESS

December saw 1,186 new licenses issued in Akron, an increase of 86% over December, 1927; an increase in bank debits of 12%; increase of 13% in manufacturing employment; an increase of 22% in construction employment; an increase of 13% in industrial employment. The increase in industrial consumption of electric power in Akron averaged 6% a month for the year.

## GET ON!

The Times-Press issues each month a report of Akronaria business conditions as they influence advertising and sales work in this territory. You should be on the mailing list. Write the National Advertising Department, Akron Times-Press, Akron, Ohio—tell any representative of the Scripps-Howard Newspapers.



## FROM THE "T-P"

Twenty-eight new 40-passenger busses now operating in Akron city, 11 others serve suburban area, O. P. & L. promise nearly 40 busses for Akron city by end of 1929.—Plans for widening three

main Akron highways arouse discussion—Goodrich, Firestone and Miller Rubber companies said neither a 60- nor 80-foot street adequate to meet the needs of expected plant expansions! They want 100- to 120-foot roadways—and will get 'em. . . . Quaker Oats Co. announces record-breaking plant improvement plans.



## NEW ONES

New national advertising accounts, carried in The Times-Press in January, include Keller Laboratory, Kellogg's All-Bran, Vapex, Pillsbury Flour, Lucky Strike, Mary T. Goldman, Glessco, Turpo, and Ironized Yeast. And others!

*Akron is Not in The Cleveland Market—It Stands Alone*

# AKRON TIMES- PRESS

Akron's best  
daily and only  
Sunday newspaper



SCRIPPS-HOWARD

presented by the National Advertising Department, Scripps-Howard newspapers, 250 Park Ave., New York; 400 N. Michigan Blvd., Chicago; Detroit, San Francisco, Los Angeles, Atlanta, Philadelphia

IN  
ADVERTISING

THERE IS  
NO SUBSTITUTE

FOR GOOD  
RESULTS

"Our client, the Jenkins Corp., is well satisfied with the results obtained from "The Open Road for Boys." We have used space in every issue since May, 1928, and expect to use every issue during 1929."  
(Signed) M. J. Pessin.

(Signed) M. J. Pessin.

No. 2 of a Series



The highly successful copy of the Jenkins Corp. is placed by M. J. Pessin Co., 15 Park Row, New York, N. Y.

The Open Road for Boys Magazine brings advertisers who key their copy unmatched results. Any advertiser buying space in any boys' magazine should top his list with THE OPEN ROAD FOR BOYS. It's the magazine that sells the goods.

THE **OPEN** *for* **BOYS**  
ROAD **MAGAZINE**

**L.S. GLEASON Advertising Mgr.**

**130 Newbury St.**

**Boston, Mass.**

# Young California Mounts the Double Truck

Los Angeles and San Francisco Bury the Hatchet in a Rivalry That Never Was So Terrible, and Combine on "California!"

By James H. Collins

**OUT** in the Great Open Spaces of the West, I used to think it terrible, terrible, that communities so hospitable to the stranger should, in private, pull each other's hair.

Once, when I was invited to talk to a Western advertising club, I gently chided Tacoma and Seattle for quarreling over the name of a mountain, for the jealousy over harbors between San Francisco and Los Angeles, for the way communities as close as Oakland and San Francisco made faces at each other across the bay, and for the eternal dam question between Southern California and Arizona.

What the West should do, I said, was to unite in order to sell the whole West.

And the whole West united right there at lunch and jumped on me, the peacemaker.

Now, in a national weekly, there has appeared a double-spread in which at least two Western cities united. The space was taken by the All-Year Club of Southern California, which is the community advertising organization with headquarters in Los Angeles, and Californians, Inc., the equally famous community organization of San Francisco.

Have these two largest communities settled their long rivalry, rooted in the struggle for population and trade?

Will their advertising appropriations now be spent to advertise California, instead of two sectional regions? That expenditure is now approaching the million-dollar mark.

Yes—and no!

In the first place, the rivalries of Western communities are a good deal like the gang wars of healthy boys. Both are normal for lusty youngsters. Both punch each

other's noses, roll one another in the dirt—and both will combine instantly for ice-cream cones all around, or a new railroad, or a harbor appropriation, or something like that.

All the world loves a dog fight, even if it is only a lot of barking.

San Francisco and Los Angeles protest that the East has made too much of the rivalry between them, and that the barking has created a false impression.

Also, there is a new generation in both cities, which dates from about the year the boys came back from France. And this young generation is taking over the destinies of the two cities, and refusing to continue the private wars of the older generation.

## *What the War Is About*

A good deal of the feeling between the two towns is social, rather than commercial. San Francisco is oldest, and for a long time was largest and richest. More than that, through its splendid natural harbor, and its enterprise in developing outlying territory like Hawaii, and the establishing of shipping lines to the Orient, it did business for Southern California as well as itself.

But Southern California grew, and became ambitious, gained population, and rolled up wealth. Back in the nineties, it aspired to social recognition, only to be snubbed by the good blue-blooded folks in the North who had arrived about forty years earlier.

Now, this is my own dirt that I am spilling, and both will deny it, but something of the kind happened, and it hurt. And when Los Angeles set out to be bigger than San Francisco in population, and created a man-made harbor with an eighteen-mile "shoestring strip"

connecting with the city, and began establishing steamship lines, and seeking trade in Hawaii and the Far East, that hurt, too.

This is the old generation's scrap, and the elders are frankly skeptical about any lasting co-operation.

But the young generation says, "Forget it!" and refuses to inherit a blood feud. And one's sympathies are entirely with the young people. Likewise, any money that one may care to wager on the result.

Having told what I think, I now let one of the parties give you the facts—Don Thomas, executive secretary of the All-Year Club of Southern California.

"This organization was formed in 1921," he said, "and its first year's advertising appropriation was \$46,000. For 1928 it ran close to \$650,000.

"Californians, Inc., was formed the year after, in 1922, and its first appropriation was \$250,000, and that sum has been spent every year since, including 1928.

"Both organizations use national magazines and metropolitan newspapers, chiefly east of the Rockies, but the appeal has been somewhat different. San Francisco seeks to attract industries, agricultural settlers and tourists, while from the first our objective has been tourists alone. When we started, in 1921, our tourist season began in late fall and ended in early spring. During the summer it would have been fairly safe to fire a machine-gun down any Los Angeles street, as far as danger of hitting tourists was concerned. An automobile with a license plate of another State was something that attracted attention. But last year, thousands of summer tourists were here, and most of this new travel, we feel, is due to the concentration of our appropriation on the single objective.

"We reason that it is easier to persuade a business man to pack up his golf kit and come out for a vacation than to bring him to seek a new location for his business, or to consider the possibilities of establishing a branch factory. When he comes as a tourist, to play, he

will not overlook the business advantages of the community.

"In community advertising, it would be hard to find an organization which has stuck so consistently to a single purpose as we have. This is, of course, no reflection upon the policy and purposes of Californians, Inc. They have had their picture, too, based upon the character of their community, and consistently backed with an advertising appropriation that has been held at the same level.

### *A Change in Management*

"Well, in this matter of co-operation, about a year ago both organizations made a change in management. John Cuddy took charge in San Francisco, and I became executive secretary here. We had worked together and we were backed by the younger generation which is becoming active in each organization.

"For years, there have been men in both organizations who hoped for unified action. But California extends 800 miles from north to south, a distance equivalent to that between Canada and North Carolina. The problem was like that of merging the interests of several States.

"Community advertising is primarily a local activity. The money is raised among the business men who expect it to yield direct patronage, and who are governed each year, in making their new contribution, by results they can see from past advertising. This is the rule in all business. Results are just as safe a criterion in community advertising as any other field. The community that starts off with a big fund and a lot of vague idealism, will generally be brought up sharp when it realizes that the results are not coming in. And two communities like San Francisco and Los Angeles, by building on results, arrive at the point where they can combine in a bit of practical idealism."

Well, the younger set in the two towns, as I understand it (this is your local announcer speaking again), managed to combine on this one co-operative advertise-

## The Man who buys the Carbon Paper doesn't usually buy the Carved Walnut Furniture!

THE executives who can say "yes" to the purchase of a set of authentic period furniture, or a Remington-Rand billing machine or, perchance, a new Persian rug for the board room are an entirely different group of individuals from the fellows who O. K. the routine requisitions. A lot harder to get at with your advertising, for one thing.

There's a way to do it, though. Largely a matter of picking the right medium.

We know, for instance, that about 100,000 big men will read The Magazine of Wall Street twenty-six times this year. We know they're big men because they are the only kind who would be interested in the Magazine's content, the only kind whose subscriptions at \$7.50 a year we could afford to solicit. And we know, too, that in this group of 100,000 are more influential bankers, well rated brokers, major business executives and public officials than you could reach through any other single publication at so low a page rate as ours and with so little waste circulation.\*

*"The Voice  
of Authority in  
the Industry that  
is Fundamental  
to ALL Industry"*

On any list compiled to help the sale of high priced products that only people of means could afford—either for business or for personal gratification—The Magazine of Wall Street deserves a place close to the very top. Why not send for a Magazine of Wall Street representative and ask him to give you the complete story?

C. G. WYCKOFF, *Publisher*

## **MAGAZINE OF WALL STREET**

42 Broadway, New York

*(Member of Audit Bureau Circulations)*

GEORGE A. HAMMER, *Advertising Director*  
THOS. F. BLISSERT, *Manager Financial Division*

\*\$650 a page for a  
net paid A. B. C.  
of 98,972.

ment in a well-known national weekly. The older set is still somewhat skeptical.

But, as a Coast banker recently said to his young executives: "During the next five or ten years there will be about twenty or thirty funerals in this town, and the fellows who got here twenty years ago, and dug in, and seized control in business, will be gone. Then some of you fellows will have to carry on—remember that."

The younger set is the one to bank on, of course. And when the desire for teamwork found expression in this "double-truck," a curious thing happened.

Los Angeles has used, as its slogan, "All year vacation land." In San Francisco, they have had "Where life is better" as their watchword. The single word "California" was the only headline across the two pages, and it was followed by the two slogans, which blended into "All year vacation land where life is better."

Can you beat that? Shakespeare was right about the something that shapes our ends.

There were two pictures in the advertisement, one showing the palms and beaches of the South, the other the giant trees and Alpine peaks of the North. About 600 words of general description for the State as a whole, and then eight lines of description in fine type for each city, at the bottom, on its own page, and directions for securing information from the two organizations. That was all.

"Will this co-operative advertising lead to a change in policy, and the merging of the two appropriations?" I asked.

"We don't know yet what it will lead to," Mr. Thomas replied. "At present, our plans go no further than this one combination advertisement. Results will guide us in further teamwork. But as each section of the State raises its advertising funds locally, and the people who contribute the money rightly look for local results, it is fairly certain that the local nature of our advertising will be dominant for quite a while. If general advertising of California produces

results that can be measured locally, then of course the broad sentiment that we need behind such advertising will develop, and enable us to use more of it. It is a question of good business."

One thing is certain—that the people in sections where tourists are sought, know little about a sectional California. That word means, to them, a general region full of wonders, and they come to see it as a whole. A careful check upon railroad traffic, automobiles and other travel activities, shows that fully three-fourths of all visitors to California see the whole State. They may be attracted by the appeal of one section or the other, but it is only after they arrive that the strikingly different character of North and South is discovered. Therefore, anything that advertises the State, brings local business to all sections.

### *Competition Is Not Local*

The younger generation now getting into the saddle realizes that their competition is not a North-against-South affair, but competition with European tourist attractions, which are handiest to people in the East, and which have also the greater prestige, because they have been advertised so much longer. Also, with other sections of our own land, where tourist advertising is growing.

Another interesting point decided by this younger generation is, that superlatives are no longer effective in California's advertising.

And this is funny to me! For these young fellows assure me that all the superlatives have been eliminated from their copy, and then hand me the copy, and it still reads loud!

However, having lived three years in California, I begin to catch myself talking superlatives. Three years ago, when anybody spoke of California's climate, I scoffed. Now I wag my tail. If they speak of climate in terms of the State as a whole, I wag it sideways. But if they say a good word for the climate of Southern California, where I live, I wag it up and down.



*Worcester, Massachusetts*

# Worcester Forges Steadily Ahead

In a state that has almost doubled the value of its manufactured products since 1913, and more than doubled its average wage and total wages, Worcester has more than kept pace.

According to figures compiled from the report of the Massachusetts Department of Labor and Industries, the total value of products manufactured in the state of Massachusetts increased from \$1,658,728,363 in 1913 to \$3,306,058,765 in 1927. Total wages increased from \$351,299,706 to \$704,983,988. The average wage increased from \$569.23 to \$1,220.83.

Over this same period, 1913 to 1927, Worcester's manufactured products increased from \$89,707,793 (5.4% of the state total) to \$191,865,312 (5.8% of the state total).

Total wages in Worcester increased from \$19,887,759 (5.66% of the state total) to \$41,082,936 (5.82% of the state total).

In 1913 the average wage in Worcester was \$56.15 higher than the state average; in 1927 it was \$141.24 higher.

	State Gain	Worcester's Gain
VALUE OF PRODUCTS	99.3%	113.8%
TOTAL WAGES.....	100.6%	106.6%
AVERAGE WAGE.....	114.5%	117.8%

The wide diversification of Worcester's industries have made for stable business conditions and kept production and wages well above the average. In this great market—the second largest in New England—the circulation and influence of The Telegram-Gazette have made it the dominating factor for advertisers.

The city and suburban territory has approximately 89,000 families. The Telegram-Gazette sells them every day 90,015 papers.

Total net paid circulation .....	100,288
Within 18 miles of center of city .....	90,015
Within 25 miles of center of city .....	96,813

## THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, *Publisher*

Paul Block, Inc., National Representative

New York   Boston   Chicago   Detroit   Philadelphia   San Francisco

# The Height of Cleverness in an Advertisement

*Is to SELL the Public—  
Not to Make  
the Office Force Say "Great"*

Years ago this writer was requested, by a prospective client, to give his opinion of which was the better of two ads.

One advertisement embodied everything the average person would acclaim as marking the Perfect Production.

It was clever, sparkling, and amusing. Merely reading it, discouraged him with his own future as a writer. "For surely," he thought, "with such clever people in the field against me, what chance have I to succeed?"

The second advertisement had little on the surface to commend it. In the language of today, it looked a total loss.

All it did was to picture the article it exploited, and then

went on to list its "selling points"—more like a descriptive newspaper item than an advertisement.

The advertiser, canny in the business of selling to the millions, thanked him for his misguided choice and said: "Your picking this ad tells me everything that I want to know—unfortunately, however, the second ad brought in exactly *thirteen times* as many orders as the first."

The lesson this teaches is worth thousands of dollars to any young man entering the advertising field.

That is, that the height of cleverness in an ad is to make it **SELL** goods. Not to entertain or win applause, but to **GET THE MONEY**.

Advertisements, with the ability to Get The Money frequently don't look that way. Unhappily, the least productive, most clever appearing ads, often *look* like the surest winners.

White space in which to print advertising costs money. The idea in buying it is to make the money thus spent *make* money.

The seasoned advertising writer views the white space from that standpoint. The only applause that intrigues him are orders from the trade . . . orders based on consumer demand from the public.

Thus he struggles not to "attract", but to **SELL**. Not to win a cheer, but an order. He leaves the field of "clever writing" to Will Rogers, Ring Lardner, Irving Cobb, John Erskine, and other writers whose business it is to *entertain*—*not to sell*.

When you buy space to print a message to the millions, set your mind on *sales*—forget what a fine writer you are and play for the pocketbook. That's good advice to any advertising writer.

• • •

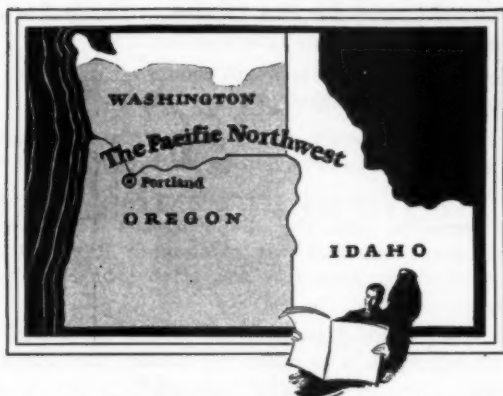
**BLACKETT-SAMPLE-HUMMERT, Inc.**

58 East Washington Street, Chicago

250 Park Avenue, New York

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# In this RICH, NEW COUNTRY ▶ ▶ ▶



**ONE NEWSPAPER** *is in its*  
**79<sup>th</sup> year of unbroken dominance**

**H**ERE, in the Pacific Northwest, is a wonderful, new country, rich in natural resources and in a population that is progressive and truly American. Here the growth of industry brings workers a steadily increasing buying power... people have money to buy the products they want and need.

For 78 years The Oregonian has maintained unbroken dominance in this rich market...With the largest circulation and advertising of any Northwest newspaper and a reader preference that is unsurpassed, The Oregonian is unquestionably the first advertising buy in Portland and the Pacific Northwest!

## The Oregonian

PORTLAND, OREGON

*The Preferred Newspaper of the Pacific Northwest*

Circulation: over 107,000 daily; over 165,000 Sunday

Nationally Represented by VERREE & CONKLIN, INC.

NEW YORK  
285 Madison Ave.

CHICAGO  
333 N. Michigan Ave.

DETROIT  
321 Lafayette Blvd.

SAN FRANCISCO  
Monadnock Building

# How Bigelow-Hartford Teaches Dealers Ensemble Selling

Dealers Are Being Shown How to Sell Consumers Housefurnishings That Are in Harmony with Each Other

By Charles Geoffery

FOR the last year or two consumers of home furnishings have been accustomed to think of merchandise for the home in terms not of a single piece but of an ensemble. Drapes must harmonize with rugs, and lamps with both; wall coverings must be selected to set off woodwork and furniture. Simply, the woman shopping for furnishings has been picturing each purchase as it will fit in with other purchases.

This has caused leading retail stores to revolutionize much of their merchandising, and one store a few months ago announced a million-dollar plan for relocating departments so as to capitalize this modern ensemble method of selling. It only remained for the manufacturer to adopt the ensemble idea to his merchandise, and now the Bigelow-Hartford Carpet Company has worked out an extensive plan which is being presented to the trade as the groundwork on which to build retail sales, not only of rugs, but of allied merchandise.

According to Alexander N. Cook, sales promotion manager, until about a year and a half ago, Bigelow-Hartford based its advertising and selling appeal chiefly on quality. Then, in the fall of 1927, the company noted that the style appeal had taken very real hold in the rug field. Very soon after, the ensemble idea became prominent.

"Leading retail stores were the first to make the most of this consumer education," says Mr. Cook, "and our company in January of last year got a glimpse of the extent to which merchandising could be built around this home decoration style consciousness through the work of Lord & Taylor in New York. For some time this store had been advertising allied merchandise in groups and more

recently had been carefully training salespeople of its home furnishing department in ensemble values.

"What this large retail store was doing and how it was doing it, we told our trade at once through the columns of the 'Bigelow-Hartford News,' a monthly newspaper, sent to owners, buyers and salesmen of retail stores. We pointed out how, before judging what rug would best suit a customer, Lord & Taylor's salespeople asked the customer to describe the surroundings in which the rug would be placed, and how floor covering salespeople in this establishment knew as much about allied furnishings as they did about rugs.

"At the same time that we told our dealers about Lord & Taylor's ensemble merchandising methods, we set out to make our own rug lines fit in with this newest selling trend."

## The First Step

Designers and production men began to think of rugs in terms of group decoration, preparing them specifically to blend harmoniously with other home furnishings. The result was a line, opened to the trade in June of 1928, to which ensemble selling principles could be successfully applied. This was a first step and while it was in the right direction it was not long enough to be shouted about. But when, in November of 1928, the 1929 spring line of rugs was presented to the trade, Bigelow-Hartford had something real to talk about, because the entire line reflected the ensemble idea, with all rugs created to form the basis on which harmoniously decorative rooms could be built.

During the period of production preparation, the company had been

nce

educating its trade along the new merchandising lines through articles in its newspaper. For example, one department of the paper devoted to notes on late ideas from decorators' studios was expanded to include not merely rugs but all factors involved in high-grade housefurnishings. Miscellaneous articles on group decoration were run, and news stories were carried to show how retail sales increased when ensemble ideas were used. All this was preliminary.

Then, just before the company was ready to plunge into its real merchandising effort on the ensemble idea, Stern Brothers of New York announced, in large newspaper advertisements, completion of its \$1,000,000 departmental reorganization program. Stern's advertising told how sections had been laid out to enable customers to select allied lines of merchandise at one point without the need for visiting widely separated parts of the building. Taking advantage of this important announcement, "The Bigelow-Hartford News," in the same issue which introduced the company's spring lines of rugs designed to further ensemble selling, gave the complete Stern Brothers story. This made an excellent tie-up with the new rugs' debut, for it showed that Bigelow-Hartford was keeping its merchandise right abreast of modern retail selling trends.

At the same time, the company began an extensive training course for salesmen, based on a survey of the industry and so prepared that, through the mail, retail floor coverings salesmen—and buyers, assistant buyers, stockmen, store owners, merchandise managers, display and advertising men as well—could in six units obtain among other things the fundamentals of an ensemble selling plan aimed to build their business along most up-to-date lines. Concurrently, a window display service for dealers was begun. A series of model windows was set up during the exhibit of Bigelow-Hartford rugs so that buyers coming to the showing could see how rugs might best be displayed among harmonizing wall-

papers, lamps, drapes and furniture. Regular matrix service for dealers' local advertising also was brought into line with the new promotional ideas, and prepared copy carried out the ensemble thought so that merchants could advertise it direct to their own customers.

Education of the trade to accept the new idea came in for greatest emphasis, and it is this feature of the program which is most interesting from the viewpoint of any manufacturer seeking to keep his product in step with ensemble merchandising.

This dealer education, begun with the exhibition of model windows, and the detailing in the company's newspaper of stories of what leading retail stores were doing with ensemble selling was put before the merchants of the country in general through business-paper advertising. This advertising, begun in January, 1929, was aimed primarily to bring the idea before alert merchants.

After giving an outline of this modern selling trend, the company inserted at the bottom of the advertising two lines reading: "Details of how you can apply ensemble selling to your floor-covering department will be gladly sent on request." This was to show that the company's plan for ensemble selling of rugs was more than a general idea. To merchants asking for such details, the company sent the following letter explaining what was available behind the basic plan:

First and most important we would suggest that your floor salesmen be given as much training and information as possible on interior decoration. Then when a customer enters the floor covering department the salesman can ask pertinent questions as to the color of the draperies, upholstery, walls, furniture, etc., of the room for which the rug or carpet is being purchased. He will then be in a position to make intelligent suggestions as to the proper color and design that will harmonize with the other room furnishings.

Second, we would advise, where practical, putting in model rooms with the furnishings in perfect harmony with the rug. In case model rooms are out of the question, displays of harmonizing rugs, furniture, etc., can easily be set up in the department.

Third, to impress your knowledge of decorative trends upon your trade, put

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# Department Store Advertising in Los Angeles

Shrewd space buyers follow closely the Department Store Lineage figures in selecting newspapers to carry their National schedules. They know that Department Store Advertising is most carefully checked and MUST sell merchandise.

In Los Angeles, The Evening Herald has for years carried More Department Store Advertising in its Six Issues a Week than any other Los Angeles newspaper, Morning or Evening, Daily and Sunday COMBINED. That means that these Local Merchants, familiar with the market and with the newspaper field, believe their advertising is most profitably placed in The Evening Herald.

## Department Store Advertising—1928

### EVENING HERALD

(Six Days a Week)

**3,873,644 Lines**

### Second Paper

(Morning and Sunday)

**3,187,297 Lines**

### Third Paper

(Evening)

**2,418,940 Lines**

Lineage Figures from  
Media Records, Inc.

*First  
in  
Circulation  
and in  
Advertising  
among all  
Los Angeles  
Daily  
Newspapers*

## LOS ANGELES EVENING HERALD

Represented in

New York by HERBERT W. MOLONEY, 342 Madison Ave.	Chicago by JOHN H. LEDERER, 910 Hearst Bldg.	San Francisco by A. J. MORRIS HILL, 610 Hearst Bldg.
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in frequent window displays calling attention to the ensemble effect.

Fourth, advertise your rugs, draperies, and furniture in ensemble newspaper advertisements, stressing the importance of considering rugs and carpets as part of the whole rather than separate articles. Such advertisements will naturally sell your furniture and draperies as well.

A program somewhat like the above will do much to create good-will and prestige, in addition to gaining plus business for you in every department of home furnishings.

We can help in carrying out this plan if you wish. The interior decoration information is contained in practical form in the Bigelow-Hartford Sales Training Course, Unit 11. If your salesmen are not now taking advantage of this course, let us know and we will send you full details.

Every issue of the "Bigelow-Hartford News" contains window display illustrations. The complete set of photographs is yours for the asking. Valuable information on ensemble decoration and selling appears from time to time in the News.

The services of our advertising department are at your disposal in the preparation of ensemble ads. Just give us an indication of the size space, and send illustrations and descriptions of the furniture and draperies you wish to feature. Then we will select the proper rug and make up the balance of the ad.

We are certain that a consistent program of ensemble selling will profitably demonstrate to you the desirability of such a plan.

Please call on us for any help we can render.

Where dealers asked for specific information, individual handling was given and plans worked out to suit specific needs.

According to Mr. Cook, letters from dealers have been gratifying in that they have shown a ready acceptance of what, away from the merchandising centers of the country, might easily have been considered a radical idea. Part of this ready acceptance, the company believes, is due to the fact that the company gradually worked up the explicit details of the plan over a period of months instead of springing it suddenly.

Consumer national advertising, prepared to carry out the general sales promotion program on ensemble merchandising, has been built up on the thought that Bigelow-Hartford rugs and carpets "harmonize with all modern interiors and many traditional ones. Modern charm is realized when Bigelow-Hartford rugs and carpets

are the basis of your decorative plan." But, instead of trying to impress the consumer with the idea that the company has discovered something new, this consumer advertising is pointing out that the rugs are designed to meet the ideas of women who have known for a long time that home decoration is a means for expressing personal ideas.

"Altogether, we have tried not only in our consumer advertising but also in all our promotion to the trade," says Mr. Cook, "to get over the thought that we are not by any stretch of the imagination the originator of the ensemble idea but are instead a producer keeping abreast of current trends and constantly alert to supply the needs of our trade.

"Under the heading, 'Modern sales promotion—a statement of policy by the Bigelow-Hartford Carpet Company,' we recently advertised in page space to our industry that besides aiding the retailer in the selection of merchandise and in selling that merchandise after it reaches the store, the company has 'recognized an additional responsibility. It realizes that modern sales promotion must include, not only dealer helps, but alacrity in sensing and meeting the important changes which may affect an entire industry. And in keeping its trade informed of such new trends.'

"This policy we have attempted to follow in laying the ensemble merchandising idea before our trade. We have pointed out that the consumer is essentially responsible for the idea, with alert retail stores first to work out a plan for meeting the consumer's want. What we have done, we tell our dealers, is to design our line to fit the new trend and to work out details whereby we can help them most to capitalize this latest merchandising development."

### R. E. Lusk Now Advertising Manager of R. H. Macy

Robert E. Lusk, who has been serving as temporary advertising manager of R. H. Macy & Company, Inc., New York, has been appointed advertising manager.





## "Two Centuries"

Speed—speed—speed—that's the eternal demand of American business. Getting *there* on time is an absolute essential.

That's the why and wherefore of the two "Centuries." All schedules are planned to put the *Century* into New York without a minute's delay throughout the thousand miles it travels.

And the Century Electrotpe Company plans its schedules so that last minute rushes may reach the other *Century* if within the bounds of human possibilities.

The "Two Centuries"—each dedicated to efficiency and genuine service—the American demand for efficient speed—and more of it.

Regardless of your needs—whether a single mat or hundreds of them—we can make, check and mail them between sun-up and sundown. We maintain a complete plate and mat service—all under one roof.

# CENTURY

## Electrotpe Company

MATRICES · STEREOTYPES  
ELECTROTYPES · LEAD MOLDS  
NICKELTYPES

547 South Clark Street, Chicago, Illinois



# ies in OHIO Columbus Market

# 4<sup>th</sup> STATE IN THE UNION

## CLEVELAND Market



This map reproduced from a Cleveland Plain Dealer advertisement which appeared in the N. Y. Herald Tribune, June 1, 1928, demonstrates the limits of the Cleveland Market.

**"NEWSPAPER CIRCULATION at present seems to be a pretty fair guide to trading area limits... on the whole you can safely follow that trail."**

—JOHN BENSON, permanent president of the American Association of Advertising Agencies made this observation in a detailed report on all current work of the Association. The greater portion of this report was published in *Printers' Ink*, issue of June 21, 1928.

**MR. BENSON'S** recommendation, when applied to Ohio, reveals that for selling and advertising purposes this state is made up of a group of sharply defined trading areas, almost perfectly paralleling the circulation distributions of the most influential newspapers.

The Dispatch does not claim coverage of the Cleveland, Cincinnati and Toledo Markets, nor do newspapers in those markets claim coverage of the Columbus Market. Each newspaper covers a *separate* and *distinct* selling zone.

The Columbus Market has *more* to offer the manufacturer than any other market of comparable size in America... a rich stable market whose trade outlets can be quickly and economically covered by salesmen, and whose consumers can be cultivated at **ONE, LOW** advertising cost by means of the *intense* coverage of the Columbus Dispatch... the leader in its community by every measure of advertising responsiveness!

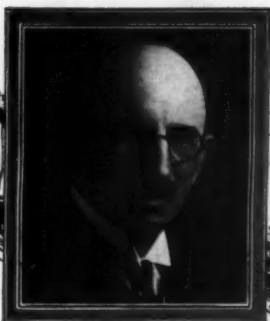
The Columbus Market is one of the four most important markets in Ohio... a *tremendously important market*.

## Columbus Dispatch

OHIO'S GREATEST HOME DAILY

Member 100,000 Group of American Cities

**Total Net Paid Daily Circulation — 116,927**



**Presenting**  
**Col. F. J. Merriam**

[ ORCHARD AND GARDEN EDITOR ]

*One of Southern Ruralist's Twelve Editors*

**QUALIFICATIONS**

Col. F. J. Merriam, President Southern Ruralist; Editor Orchard and Garden Department; widely experienced in modern truck farming; a man who started his career as a truck farmer and still operates a garden where valuable information is gleaned from first hand contact.

The fleeting of time brings progress. The South today is unquestionably the greatest Orchard and Truck Gardening region of America. Fertile soil tempered with a balmy climate needs very little coaxing to yield a bountiful crop.

Col. Merriam, as Editor of

this department, has won a place in the hearts of his readers. His articles are imbued with the fragrance of newly turned soil. He is a master of his task, because he gains his knowledge from actual contact with the soil.

His editorials cover everything from the back yard garden to expansive truck and fruit farms—and they are timely and constructive. He has no peer in the Southland. He knows his subject from A to Z and his advice is keenly sought.

Such editorial merit makes Southern Ruralist the farm paper of the South that "tells and sells most profitably."

**SOUTHERN RURALIST**

**ATLANTA, GEORGIA**

**NOW OVER 475,000 CIRCULATION**

Special Representatives: E. Katz Special Advertising Agency—New York, Detroit, Kansas City, Chicago, Atlanta, San Francisco

1411 Syndicate Trust Bldg., St. Louis

# Is the Small Town Ready for Modernistic Advertising?

Because So Little of It Now Appears in Small-Town Newspapers,  
Modernistic Advertising Stands Out Noticeably  
When It Is Used

By V. R. Blackledge

Advertising Manager, Sheridan, Wyo., Post-Enterprise

NOT so long ago, the manager of a retail shoe store brought to me the proofs of a series of advertisements that had been sent to him by the manufacturer of a line of women's fine shoes. "These ads seem a bit goofy to me," he said. "What do you think of them?"

The proofs were "modernistic" advertising. Shades and shadows in angles and curves collided with each other over the greater part of two and three-column spaces with an effect that would have done credit to "The Cabinet of Dr. Caligari." The shaded areas seemed to have more dimensions than it was proper for them to have. The use of shades of gray accomplished as near a color effect as is possible with black and white.

However, in each advertisement the seeming struggle between assertive angles and seductive curves—the battle of light and darkness—found a truce in a glorious spot of white space, wherein appeared the portrait of an undoubtedly smart shoe and a few lines of copy equally smart. The type was bold, with that unmistakable élan that is being called "modernistic." In one of the advertisements a blue bird, or a swallow, was falling on set wings down a shaft of lighter gray, straight for the safe haven of a patent one strap pump with center buckle and spike heel.

It developed that the shoe merchant's word "goofy" meant that

he considered the intersecting shadows and interrupted angles foolish, impossible and meaningless—that no self-respecting bird ever flew in that ridiculous position, and that an otherwise satisfying picture of a shoe was suspended there a little off center, with no visible means of support.

I remarked that these advertisements seemed to have aroused his critical interest more than most, and advised him to use them and more like them as often as the company would furnish the electros.

This series of advertisements was published in a daily paper as an introductory cam-

paign for this line of shoes which was new to the town. The shoe merchant has heard a great deal of comment on these advertisements and that has pleased him. But what has pleased and profited him more is the fact that a very definite acceptance of this make of shoes has been established among a group of patrons who pay him \$12 and up for every pair—and they are women who buy shoes early and often.

I have been asked: "Is the small town ready for modernistic advertising?"

My answer: "Yes—long ago."

The people in our largest cities are principally small-town folk. Many of the residents of the small town are former city dwellers, now reformed. Granting that the differences in the small-town audi-

**M**ODERNISM is running rampant in the advertising pages of our magazines and metropolitan dailies. But the small-town newspaper sees little of it. Many advertisers evidently believe that the small-town residents are not "educated up to" cubistic curves and dynamic symmetry.

Mr. Blackledge thinks that such advertising is even more effective in the small-town papers than in the large city dailies, because of its rarity.



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lished some time ago in **PRINTERS' INK MONTHLY** [September, 1927]. Being both incompetent and disinclined to answer the criticism of an artist, I can only attempt to forestall it. Advertising is not art for art's sake. But I believe that, more often than not, it is art for the sake of effectiveness.

Is the small town ready for modernistic advertising? The small town is getting it whether or not it is ready. And if it is not ready—so much the better for the advertiser who uses it without waiting for the small town to brace itself.

### Chain-Store Earnings Show Gain

S. H. Kress and Company and subsidiaries report a net profit of \$5,627,701 for 1928, after charges, against \$5,089,036 in 1927.

Metropolitan Chain Stores, Inc., had a net profit in 1928, after reserve for taxes and charges, of \$798,095, against \$666,211 in 1927.

The G. C. Murphy Company for 1928 had a net profit of \$670,680, after charges and Federal taxes, against \$580,853 in the previous year.

The Kroger Grocery and Baking Company for 1928, after charges and taxes, had a net profit of \$5,323,585, against \$4,377,104 in 1927.

### Death of W. A. Johnston

William A. Johnston, vice-president in charge of public relations of the Celotex Company, Chicago, and vice-president of the Southern Sugar Company, died recently at that city, at the age of fifty-eight. He was, at one time, on the staffs of the *New York Journal* and the former *Herald*, now the *Herald Tribune*. From 1900 to 1927 he was with the *New York World*. He was also an authority on bridge and an associate editor of *The Auction Bridge Magazine*.

### Changes on "Music Trades" and "Musical America"

*The Music Trades* and *Musical America*, New York, formerly published weekly, will be published monthly and bi-monthly, respectively. The type page size of each will be 7 by 10 inches. Harry J. Leffingwell has been made vice-president of both publications.

### Hotel Account to Bisberne Agency

The Hotel Knickerbocker, Chicago, has appointed the Bisberne Advertising Company, of that city, to direct its advertising account. Newspapers and magazines will be used.

### Advertising of U. S. Steel Subsidiaries Grouped

The advertising of the subsidiary companies of the United States Steel Corporation has been divided into two groups, Pittsburgh and Chicago, with special group counsellors to supplement the present work of the respective advertising departments. H. V. Jamison, American Sheet and Tin Plate Company, Pittsburgh, is chairman of the advertising committee in charge of both groups.

The Pittsburgh group will have W. L. Schaeffer, National Tube Company; R. L. Twitchell, Carnegie Steel Company, and Mr. Jamison as group counsellors. It will include the following companies: American Bridge Company, American Sheet and Tin Plate Company, Carnegie Steel Company, Federal Shipbuilding and Dry Dock Company, Lorain Steel Company, National Tube Company, Tennessee Coal, Iron and Railroad Company and the United States Steel Products Company.

The Chicago group will have C. R. Moffatt, Illinois Steel Company; M. A. Berna, Universal Portland Cement Company, and W. H. Cordes, American Steel and Wire Company, as group counsellors. The American Steel and Wire Company, Cyclone Fence Company, Illinois Steel Company, Minnesota Steel Company and the Universal Portland Cement Company will compose that group.

This new arrangement does not contemplate any changes in the present conduct of the advertising of the subsidiaries of the United States Steel Corporation.

### B. F. Goodrich Transfers E. T. Morris

Ellis T. Morris, who has been with the B. F. Goodrich Rubber Company at Philadelphia, has been appointed advertising manager of the Pacific Goodrich Company, the Western factory of the Goodrich company at Los Angeles.

### Now with Commerce Guardian Trust & Savings Bank

George R. Whittier has been appointed advertising manager of the Commerce Guardian Trust & Savings Bank Company, Toledo. He was at one time sales manager of the American Piano Company, New York.

### Seymour Blum Starts Own Business

Seymour Blum, for the last four years with the Loewy Advertising Agency, New York, has started an advertising business under his own name at that city.

### Louis Wiley Heads Steuben County Society

Louis Wiley, business manager of the *New York Times*, has been elected president of the Steuben County Society.



# A Way to Buy Prestige

Why Makers of Olde Keg Brew Gave Right for "Olde Keg Pretzels" to Loose-Wiles Biscuit Company

**A** LESSON in advertising and sales co-operation between a new and almost unknown company and an old-established business of considerable prestige and standing is afforded in an arrangement recently completed by the Excelsior Brewing Company, of Brooklyn, N. Y., and the Loose-Wiles Biscuit Company, baker of Sunshine Biscuits.

The Excelsior company, after some years of study in European countries and after numerous experiments in this country, put on the market, slightly more than a year ago, under the name of "Olde Keg," a product which it described as "the first legal brew," at a retail price of 20 cents a bottle.

During 1928 in several selected "test" markets it obtained distribution for this product and established it as a repeat seller by means of newspaper advertising. By experimenting with its advertising it found the copy which sold the product best was copy in which the product was associated with food.

That finding led to the sandwich and from the sandwich to the pretzel as the ideal food to associate with the drink. From the pretzel idea came the idea of co-operation with the biscuit company.

This new advertiser, the Excelsior company, reasoned this way: "We know our product repeats once it is sold; we know that it sells best when associated with a pretzel; we want to expand as rapidly as possible; we own the trade-mark right to the name Olde Keg for pretzels as well as other products, therefore, why not have a maker of quality products put a pretzel on the market under that name?"

With these thoughts in mind, it went to Loose-Wiles and offered the trade-mark. Olde Keg, for pretzels, as a gift.

Loose-Wiles accepted the idea, and has now put on the market a packaged pretzel under that name.

It accepted the idea under an arrangement whereby the brewing company has agreed (1) to reproduce the new pretzel package in advertising copy which it runs for its brew, as a product of the Loose-Wiles Biscuit company at no expense to Loose-Wiles; (2) to have Excelsior salesmen (who work through jobbers) endeavor to sell the pretzels at the same time they sell their own product; (3) to set up window and counter displays in retail stores of both products, and (4) to suggest to grocery retailers, where the neighborhood and class of customers make the idea seem worth while, that they endeavor to obtain a light lunch business in their stores by serving Olde Keg Brew and Olde Keg Pretzels to their customers in their stores.

The Loose-Wiles organization on its part has agreed to have its salesmen carry with them a portfolio of the Excelsior advertising as well as the Pretzel advertising and to have them show that advertising to retailers.

Offhand, it might seem that all of the advantages are with Loose-Wiles under this arrangement. In the opinion of the Excelsior Brewing Company, this is not the case. It believes that it is buying prestige for its new product on a satisfactory basis, and it expects that prestige to make it possible for it to grow at a far better rate of progress than it could without such help.

## Mail-Order Houses Report Increased Net Income

Sears, Roebuck & Company report a net income of \$26,907,902 for 1928, after Federal taxes and charges, against \$25,022,552, in 1927.

Montgomery Ward & Company report a net profit, after Federal taxes and charges, of \$17,703,835 for 1928, against \$13,127,431 for 1927. In a statement to stockholders, George B. Everitt, president, announced that during 1929 at least 250 additional chain stores will be placed in operation and that there will be some increase in the number of retail department stores.



## A WORK THAT SAVES WORK

THE 1929 EDITION OF

## "TYPE FACES"

A 540-PAGE COURSE IN MODERN TYPOGRAPHY FOR \$2

THE reference book of supreme authority. A manual of typography by America's foremost advertising typographer. It should be at the elbow of every advertising man, whether beginner or veteran. Summary of the source and trend of modern typography. More than four hundred pages of type faces, type borders, ornaments, decorators, initial letters. More than a hundred set-up advertisements exemplifying art in typography practicalized in application. A series of computing tables to ascertain quickly the amount of space required by any copy in any type face. Glossary of words and terms in daily use by typographers, layout men and advertisers. Bound in light blue Moorish Fabrikoid. Cover and backbone embossed. Limited edition. Will not be re-printed. Ready March 8th. Sent, postage-paid, upon receipt of two dollars.

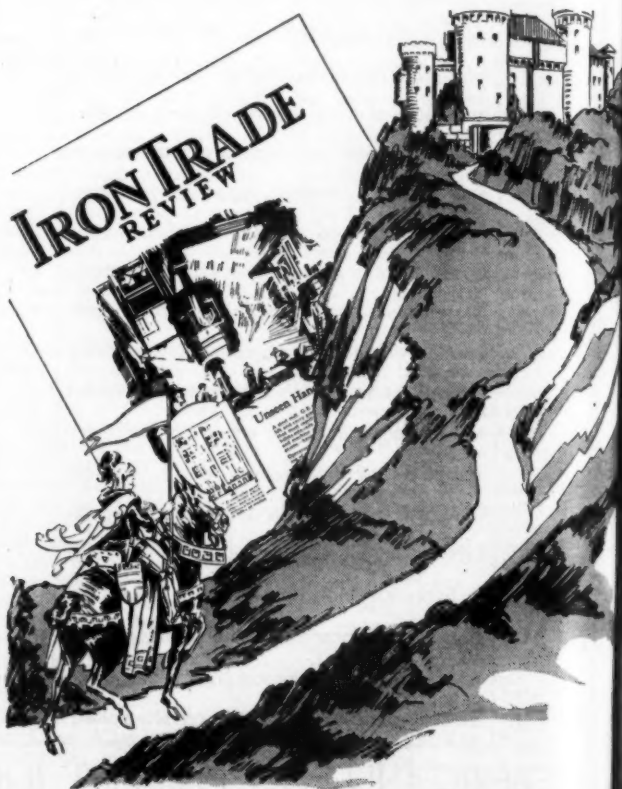


Typographers  
Who Prove It  
With Proofs

FREDERIC NELSON PHILLIPS, INC.  
228 EAST FORTY-FIFTH STREET, NEW YORK

# [ How a Business Paper Won A

***THE*** pathway to industrial profits lies through the pages of the business papers. *Iron Trade Review* leads in the crusade for better business practice in the metalworking industries.



# Won Authority in Its Industry

## Leading and Guiding in a Modern Business Crusade

**S**ELF-GOVERNMENT—toward this shining goal American business is moving steadily. Two milestones on the long road already have been passed. Acknowledgment that abuses exist is the first. Determination to correct them, the second. Today we are face to face with the problem of ways and means.

A small minority, lashed by hunger for profits, have been led into unfair competition and many unethical practices. Leaders realize that self-correction, properly applied, is far more effective than coercive measures. But the problem is complex. No one agency can solve it alone.

Most important is the necessity for arousing public opinion.

To this task important business publications have dedicated themselves.

In the thick of the fight stands *Iron Trade Review*. Ever alert to the responsibilities of leadership, months ago the editors of this great metalworking weekly determined to do their part to ward off corrosion in the pure alloy of the American business structure.

Crusading in characteristically aggressive fashion, much has been done. To this tangible progress *Iron Trade Review* has contributed its full share. The work is not yet done and will go on. This determined campaign for self-government in business is an example of the constructive editorial accomplishment which has made *Iron Trade Review* a force in modern business and has given its advertising pages more than ordinary value.

## IRON TRADE REVIEW

A Penton Publication

Penton Building

Cleveland, Ohio

The Penton Press—Printers of newspapers, business papers, national magazines, books, catalogs, etc.

Member, A. B. C., A. B. P., N. P. A.

# The Legal Liabilities Incurred by Trade Practice Conferences

A Question That Is Raised as a Result of Some Recent Conferences

ABOUT two months ago William E. Humphrey, of the Federal Trade Commission, delivered a talk in the course of which he characterized certain policies of the Commission as a "farcical proposition" and "a theme for a comic opera!" In a dissenting opinion, printed elsewhere in this issue, he also hit solidly at certain policies of the Commission. Mr. Humphrey did not thus stigmatize the Commission because he is opposed to it in principle. He is one of the five members of that body and is one of its most enthusiastic supporters. Less than six weeks after he made these remarks he offered a staunch defense of the Commission during a debate at the National Republican Club in New York.

What Mr. Humphrey had in mind, specifically, was the Trade Practice Conference plan and especially that part of it under which the Commission assumes the power of declaring unlawful certain practices which actually are not illegal. These Trade Practice Conferences have been held in many industries. One has been held this month to consider a code of ethics recently adopted by the petroleum industry. And not long ago, a conference was called for the grocery industry.

At these conferences, those who attend draw up a set of practices which they feel the industry ought to eliminate. These practices, or codes of ethics, are then submitted to the Commission. The Commission goes over the various provisions and, among other things, divides them into two groups. And here we come to the point which aroused Commissioner Humphrey's antagonism in the talk referred to in the opening sentence of this article.

The first of the two groups into which the Commission separates the practices condemned at a Trade Practice Conference consists of

those matters which, in the opinion of the Commission, constitute unfair methods of competition. In other words, even though a Trade Practice Conference had never been held, if these practices were to come before the Commission they would be declared to be illegal. Commissioner Humphrey does not object to Group I.

But group two is the classification which has drawn his ire. In group two, the Commission includes those practices which those who attend a Trade Practice Conference have agreed to discard, but regarding the legality of which the Commission expresses no opinion. They may be entirely legal; beyond doubt many of them are not even in the shadowland between the legal and the illegal. Nevertheless—and this is the point to which Commissioner Humphrey objects violently—the Commission has taken the position that those who clandestinely violate Group II practices, after having subscribed to them, are doing something that represents unfair competition. Such companies will be proceeded against by the Commission, even though the practice complained of *has not been declared illegal by any court in the land.*

Regarding these Group II practices, Commissioner Humphrey declared: "The Commission not only assumes the omnipotent power to make laws but also the power to enforce them. We are the legislature—the judiciary—and the executive. We superseded Congress, and the courts, and the President. . . . Imagination cannot picture a more farcical proposition. What a theme for a comic opera."

## Grocers' Association Seeks Light

It has already been mentioned that one of the large industries which recently held a Trade Practice Conference is the grocery industry. Evidently, after this industry had duly met, and duly

# WATERBURY

## CONNECTICUT

*"The Progressive City Of New England"*

POPULATION

116,366

Waterbury is the brass center of the world. It is a fast growing manufacturing city, with the manufacture of brass and copper its chief industry. An excellent indication of the enormity of Waterbury's industry is the fact, that Waterbury's railroad freight tonnage is larger than that of any other city in New England, excepting Boston.

## A MARKET EASY TO COVER

This thriving city and its trading territory of 42 cities and towns is thoroughly covered by The Republican and The American. More than 4 out of every 5 English reading families in Waterbury, who read a Waterbury newspaper, read The Republican or The American, and 81% of these readers read no other Waterbury newspaper. Hence, to thoroughly cover Waterbury and territory at one cost use the

## WATERBURY REPUBLICAN

AND

## Waterbury American.

GILMAN, NICOLL & RUTHMAN

National Representatives

New York

Boston

Chicago

San Francisco



**By creating a new standard of value in the field of low-priced cars, Chevrolet swept into leadership of the automotive industry, becoming the world's largest builder in 1927 and again in 1928. Now Chevrolet is presenting its greatest achievement—a Six in the price range of the four. Chevrolet is a Campbell-Ewald client.**

Advertising



Well Directed

*In addition to Chevrolet Motor Cars, the Campbell-Ewald Company advertises the following services and products:—*

American Automobile Association; Apex Electrical Household Appliances; Ashley-Dustin Steamship Line; Bank of Detroit; Buick Motor Cars; Burroughs Figuring Machines; Canadian General Electric Co., Ltd. (Institutional); Caterpillar Tractors (Canada); Consolidated Corrugated and Folding Paper Boxes and Binders' Board; Copeland Electric Refrigerators; Delco-Remy Automotive Products; Detroit & Cleveland Navigation Company; Detroit & Port Huron Steamship Lines; Dover Mfg. Co.; Lady Dover Electric Irons and Percolators; Fireside Industries Home Arts Training; Fyr-Fyter Extinguishers; General Motors Building; General Motors of Canada (Institutional and Products); Grand Rapids Metalcraft Corp.; Kelch Heaters; Harrison

Radiators; Hercules Truck Bodies; Holley Carburetors; J. L. Hudson Department Store; Hyatt Roller Bearings; Keystone Watch Cases and Howard Watches; Kleiner, Tom Moore Cigars; S. S. Kresge Stores; Liberty Ready-Cut Homes; Link; Belt Industrial Products; C. H. McAleer Automobile Polishing Products; Milson Extracts and Pharmaceutical Products; National University Society Business Coaching; National Bank of Commerce of Detroit; New Departure Ball Bearings; Nicholson-Erie-Dover Ferry Line; Oakland Motor Cars; Olds Motor Cars; Paintex Fabric Paints; Panama Mail Steamship Co.; Pontiac Motor Cars; Postel's Elegant Cake Flour; Premier Cushion Springs; Rambler All-Metal Aeroplanes (Canada); Sawyer-Massey Road Machinery (Canada); Shotwell Marshmallows; Taylor Caps for Men; Union Title and Guarantee Service; Union Trust Service; United Motors Service; Webster Cigars; White Star Steamship Lines; Wolsey Woolen Wear (Leicester, England).

Campbell-Ewald Company, H. T. Ewald, President  
General Motors Bldg., Detroit; New York; Chicago; Seattle  
Los Angeles; Portland; San Francisco; Paris, France  
In Canada—Campbell-Ewald, Limited, Toronto; Montreal

Address our Detroit Office for a booklet featuring the personnel and organization of the Campbell-Ewald Company

approved of a set of trade practices which were to be discarded, and after the Commission duly separated these practices into two groups and given the matter its official O. K., some doubt began to filter through the industry regarding the legal responsibilities which it had voluntarily assumed. In any event, Charles Wesley Dunn, of the New York Bar, who is general counsel for the American Grocery Manufacturers' Association, addressed three questions to the Federal Trade Commission regarding Group II of the Grocery Trade Practice Conference rules. These questions, and the answers to them made by Commissioner Hunt, are of the keenest interest to all who have participated in these conferences, and to all those who may participate in the future. The information is contained in a letter written by Commissioner Hunt to Mr. Dunn. This letter follows in full:

\* \* \*

Dear Mr. Dunn:

I am in receipt of your letter of January 25th addressed to the Commission and requesting answers to certain questions relating to the Grocery Trade Practice Conference rules. Your questions are:

"1. Does the Commission take the position that a clandestine violation of the Group II rules is *per se* a violation of Section 5 of the Commission Act?

"2. Does the Commission take the position that a violation of an individual agreement to abide by the Group II rules is *per se* a violation of said Section?

"3. If not, does the Commission take the position that a clandestine violation of such an agreement is *per se* a violation of said section?"

In reply to your letter I quote from a letter addressed by the Commission under date of October 18, 1928, to the Western Door Manufacturers' Association in connection with the conference rules for the millwork industry, which expresses the attitude of the Commission.

1. Group I rules are those which the Commission affirmatively ap-

proves, thereby declaring, in effect, that all parties engaging in the practices condemned thereby are using unfair methods of competition within the meaning of the Federal Trade Commission Act and are subject to be proceeded against by the Commission.

2. Group II rules condemn practices with regard to the legality of which the Commission expresses no opinion, the rules being received by the Commission as expressing the opinion of the industry that the use of such practices constitutes unfair methods of competition.

3. It is a matter of public importance that the question of the enforceability of Group II rules be judicially determined. To expedite such determination, the Commission has taken the position that the clandestine violation of any Group II resolutions by one who has subscribed thereto in consideration of the like subscription by others in the industry, is in and of itself an unfair method of competition, calling for action by the Commission, even though the practice condemned by such rule has not heretofore been held violative of the Act by the Commission or any court.

4. As to the minority members of an industry who refuse to subscribe to the Group II rules, it is not now apparent how such rules could be enforced against them, unless the Commission, in considering a specific complaint, should conclude that a proceeding could be sustained under the Act regardless of the rule.

5. Group II rules, to be effective as to individual members, must first be agreed to on forms provided by the Commission or openly manifested in some other way.

I think Paragraphs 3 and 5 answer your query in the affirmative. Paragraphs 1, 2 and 4 may be of help to you. The underscoring is mine.

Yours very truly,  
C. W. HUNT,  
Commissioner.

Clarence Schottenfels, formerly with Motion Picture News, New York, has joined the Eastern advertising staff of Screen Secrets, of that city.



# A Good Product *deserves* *the best possible* Sign



Durasheen porcelain enamel signs are the finest type of colored outdoor signs made. When you order Durasheen you may rest assured that every sign delivered, whether in the heart of a metropolis or on a remote country cross road, will be a credit to your company.

**Durasheen**  
Porcelain Enamel Signs  
**Lifetime Signs**

*The*  
**BALTIMORE ENAMEL**  
*and* **NOVELTY COMPANY**

Makers of "DuraSheen" Lifetime Signs

P.O. BOX E-4, BALTIMORE, MD. — 200 FIFTH AVE. NEW YORK

# Rounding out the Sales Plan

The new "Where to Buy It" feature in *Business Directories* adds the fourth step



1. Reads the advertisement . . .

**Dollars**—Your advertising dollars. Spent to establish your name, product and trade-mark in the minds of the greatest possible number of people.

**Dealers**—Your dealers. Local



2. Refers to the classified directory . . .

outlets through which your product is distributed to the public.

**Consumers**—Ultimate buyers of your goods. People sold by your advertising—familiar with your brand name and trade-mark, yet not knowing where to buy the articles you have carefully planned to sell them.

**Classified Telephone Directories**—12,000,000 books of daily reference. 12,000,000 signs in as many homes appearing in offices throughout the country, pointing to your dealers, showing consumers the quickest, easiest and most convenient way of finding "Where to Buy It."

*This is how it works*

The Directory column section illustrated herein shows a typical "Where to Buy It" listing. First, alphabetically with the product's trade name, then a reproduction of the advertised trade-mark together with a few descriptive words—followed by an alphabetical list of local dealers or service stations, their addresses, and telephone numbers.

National coverage will list your product and dealers.

## "WHERE TO BUY IT"



# Plan on a four-square basis

feature in Bell System Classified Telephone

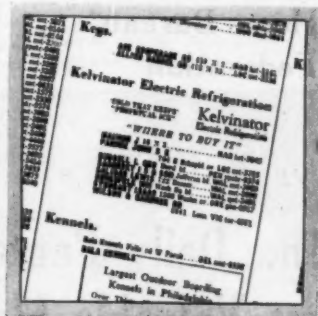
fourth step to the cycle of distribution

which you Dollars, dealers and consumers are vital factors in manufacturers' sales plans. Bell System Classified Telephone Directories provide a fourth element, direct and familiar in nature and of distinct aid to dealers. The "Where to Buy It" service is a direct link between your retail outlet and the consumer demand created by your advertising.

Already many advertised products and services are appearing in the Bell Directories. If you wish to list your own product and trade-mark in the next editions, call the local Bell company business office today for further information. Or

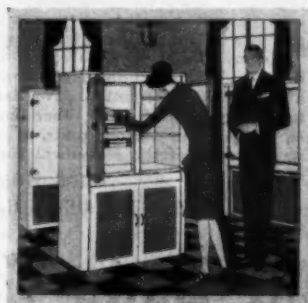
## is how it works

Bell System Directories are distributed in 6000 cities and towns throughout the country, alphabetically with a total circulation of 2,000,000 copies every six months. However, coverage can be fitted to meet your needs—national or sectional. Manufacturers may buy both display and dealer listings, or, if desired, the cost may be apportioned between manufacturers and their dealers.



3. Finds where the article is sold . . .

write the Directory Advertising Manager, American Telephone and Telegraph Company, 195 Broadway, New York City. Advertising agencies are allowed the usual commission.



4. Goes directly to the dealer who sells it



THE NEW SERVICE IN YOUR  
CLASSIFIED TELEPHONE DIRECTORY

## Mrs. Homer R. Johnson

President Illinois  
Home Bureau  
Federation



Says - - - - -

## "The Daily Pantagraph Is the Most Valuable Medium Serving the Home-Makers of Illinois"

"In promoting the extension work of the McLean County Home Bureau and the Illinois Home Bureau Federation, I consider The Daily Pantagraph the most valuable medium available to home-makers in Central Illinois.

"The Home and Community department of this newspaper has been unusually efficient in reporting our many activities and has consistently given us space in the furtherance of every phase of our work.

"In my official experience, no other newspaper in Illinois serves the suburban and farm housewife with such a volume of authentic information. No doubt our work is brought to the attention of many other thousands of housewives not enrolled in our various units, a belief inspired by the constant growth of the movement for better homes."

—MRS. HOMER R. JOHNSON,

President, Illinois Home Bureau Federation.

# The Daily Pantagraph

BLOOMINGTON, ILL.

REPRESENTATIVES: CHAS. H. EDDY CO.—New York, Boston, Chicago

# Let the Decorative Designer Turn Your Product into a Pattern

Beautiful Effects Are Secured by Composing Replicas of an Article in Such a Manner as to Form Artistic Patterns

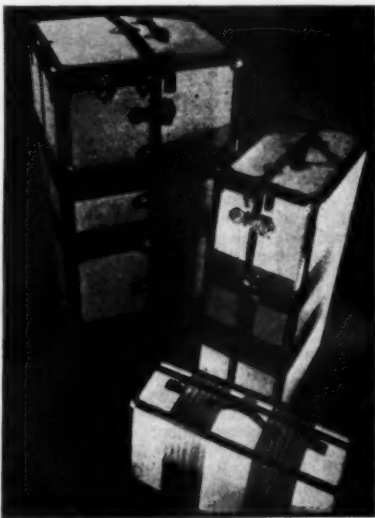
By W. Livingston Larned

**WOULD** you believe it possible to make nine ordinary writing pencils into a beautiful, formal decorative pattern, as an illustration for a single-column magazine advertisement? Just this has been done in a Dixon Ti-con-der-oga pencil composition; and with singular success. A most attractive type of picture has been created out of rather formal material which does not, at first glance, seem to lend itself to such an unusual process.

It is really surprising to discover the wide variety of novel composition ideas which are available to the advertiser whose product may not be in itself inherently out of the ordinary. The Dixon scheme was by no means as simple as the description of the illustration suggests; in a space approximately  $2\frac{3}{4}$  by  $6\frac{1}{2}$  inches, a decorative pattern was placed, photographically made up of the nine pencils and nothing else. They were "posed" in sets of three, the central group tilted from top to bottom, and the other groups showing sharpened pencil points and the rubber-ends projected into the composition at contrary angles. The system of lighting was such, against a white background, that decorative shadows were thrown by each pencil, adding greatly to the charm of the pattern.

Do you remember the old-fashioned toy through which children used to look and in which bits of glass fell into a thousand and one forms, no two alike? We marveled that so many patterns of such exquisite design and beauty could be arrived at from the same identi-

cal ingredients. It is not a mystery, however, to the decorative designer who understands just what can be done with simple ingredients.



*Oshkosh Makes Ornamental Illustrations by Artistic Arrangements of Its Trunks and Suitcases*

A modern model of this old device is now being used by artists. I have seen a few grains of salt and some coffee beans in this device suddenly become patterns of alluring charm due to repetition. The concaves of glass brought this about.

The basis of the scheme is that the most commonplace object, repeated often enough, is certain to fall into inherently graceful pattern lines. And how true this is, as applied to advertising. It may be anything from an electric

dynamo to cans of peas. But properly arranged and lighted and spread out on the canvas of the illustration, such subjects can be made charming.

Repetition of almost anything is certain to fall into pleasing arrangements if there is proper guidance. A highly successful campaign has been based on the idea of so arranging cigarettes that they constitute, under brilliant lighting, a series of unusual, even futuristic designs.

Before me, as I write, there is a magazine page made up of automobile radiators. The Harrison Radiator Company does the trick. There is a pyramid of these radiators and, while mechanical, they become a pattern of weird lure when repeated one after the other.

It has been repeatedly proved, with the camera as an adjunct, that lights and shadows playing around any object can supply artistic atmosphere. In other words, no product is so commonplace, so cold and uninteresting, that the professional visualizer of advertising space cannot turn the material into real beauty.

The Bunting Brass and Bronze Company has taken bearings and so composed them under batteries of light that they comprise a most interesting illustration. When a bearing is taken apart, it is merely a thing of metal segments, all commonplace. But when an artist arranges them on a sheet of gray cardboard, and throws special calciums in their direction, after a carefully preconceived plot of light and shadow, the photograph is an illustration which no artist could hope to match with an original illustration.

Three trunks were placed on a black carpet and photographed under artistic lighting conditions. They were given the same attention that might have been granted a theatrical star. Shadows would

fall in a certain direction; lights would play against dark tones along thoroughly studied lines. And so, three trunks, when the photographer had finished with them, were not so much trunks as parts of a preconceived ornamental pattern, and the illustration was altogether fascinating. I refer now to a series prepared for Oskosh luggage. You may have seen the



*This Douglass Lighter Illustration Is an Attractive Example of How Products May Be Grouped and Photographed Effectively*

dramatic patterns secured by duplication of units.

Many of us have seen what happens when the eye of a bee is enlarged and thrown on a screen. There are innumerable facets and each one reflects the one solitary object. Yet these miniature reproductions, when reproduced and repeated, constitute a most sensational pattern, from the one master pattern. There is much to be learned from this. An object, alone, might be quite commonplace. But when the same object is duplicated, time on time, against an unusual background, the result can easily be an illustration strange to the public and astoundingly artistic.

Silk manufacturers decided to win the interest of famous artists in arriving at new and even startling patterns which would fit the

# A word about the M F H

A hard man to hounds is  
an indolent reader...but

**TOWN & COUNTRY** lies on the arm of his  
chair as naturally as a Ben Marshall hangs  
over his fireplace...It deals with his sport  
in a sporting way...It is the gentleman's  
cross country calendar...It doesn't talk  
down to a horse or up to a hunt break-  
fast...The M F H has a gleeful affection

for it, because it  
has never gone out  
with a slack girth...

**TOWN & COUNTRY**  
is an inheritance  
like boxes at the

opera...So intimately has it been identi-  
fied with social life...It presents a keen,  
fit, flying picture of a man's pleasures  
and necessities...Whether he hunts with

the Radnor or the Quorn, whether he  
plays polo at Meadowbrook or rides  
his own stable at Belmont, such a man  
has taste and swift judgment...His  
eye runs over a magazine as expert-  
ly as it runs over  
a colt...He reads  
**TOWN & COUNTRY**  
because he knows a  
thoroughbred when  
he sees it...

● ● ► Since 1925  
**TOWN & COUNTRY**  
has published in  
excess of a million  
lines of advertis-  
ing **ANNUALLY...**  
over 1600 pages



mood of the hour. These designs, when examined, are good because they make use of duplicated themes. One artist arrived at his pattern for a popular silk by taking a study of a skyscraper, in silhouette, and repeating it over and over again against a futuristic background. A lot of matches thrown at random on a piece of black velvet made a decorative pattern for fabrics which were very popular. Cubes of sugar, by the way, photographed under certain conditions, formed another decorative pattern that proved a best seller.

Photography has reached such a stage of perfection that no manufacturer of a humble and uninspired product need worry very much over what will happen to his campaign illustrations. The dead and lifeless subject can become the canvas of a near-immortal. One industrial paper advertisement deserves special mention for excellence of composition and the feeling of expert design. The illustration was produced by a photographer who took a number of electric motors of different sizes and composed them against a gray background. This artist sensed, at the outset, the possibilities of artistic design. He knew that he could so compose these pieces of machinery that, in the aggregate, they would constitute an illustrative pattern. And the original ugliness of the motors would be lost in the manner of the posing and in the dramatic scheme of light and shadow.

The advertiser who is at a loss to know what to do in the matter of pictures for his campaign should look sharply in the direction of this particular school. One of the finest business-paper illustrations produced last year was arrived at because someone looking from a factory window saw at least 100 models ranged in the sunlight on

a field below. He sent for a camera man and the print which resulted was a most unique illustration.

Why is it that we do not grow weary of wallpaper designs? It must be that the pattern idea is cheerfully accepted by the human eye. Yet these papers reproduce one unit many times, over and over again. Egyptian decorators took

**FAR MORE THAN AN ACCESSORY**

Auto-Lite is more than an accessory—it is a definite and dependable factor in the transportation of millions—the world over. The result of the Auto-Lite system and quick as thought and sure as fate, the means of the world depend. Of this dependability and its national recognition speak these Auto-Lite facts: of modern engineering, quality materials and latest construction. These public demonstrations and statistics have long recognized the quality of Auto-Lite. Each year more than 100,000 units are sold. Auto-Lite is the standard equipment—only one name remains. Demand Auto-Lite. Ask Auto-Lite. See the complete permanent national and dependable... The Electric Ignition, Generator, and Starter, and the famous "Three-in-One" of Auto-Lite.

**Auto-Lite**  
Starting · Lighting · Ignition

*Repetition of the Headlights on the Cars  
Contributes to the Effectiveness of this  
Advertisement*

such units as a lotus leaf and repeated it time on time in the same identical colors, against the same background. The eye fails to challenge this procedure and it must be because replicas please vision, when they become a formal pattern.

The enlarging glass has come into vogue as a means of arriving at pictures which are not commonplace. Very tiny objects are dilated and made into advertising pictures of the most picturesque character. A filtering concern took drops of water, magnified them, and then reproduced these



## Have you something to sell to CHILDREN?



*Hohner Harmonica, an account placed by Charles C. Green Advertising Agency, using Peabody Covers in public schools, Northampton, Pa.*

## Keep it in front of them 200 days in the year on Peabody School Book Covers

**T**HAT'S what M. Hohner, Inc., world's largest manufacturer of harmonicas, are doing. They have something to sell children direct, something that children can either buy themselves or cause others to buy for them—the harmonica.

So they go right straight to children—put their story where it will be seen *constantly*, day in and day out, for nine months—at an amazingly low cost.

Moreover, they have now the support of thousands of teachers who recognized in Hohner Harmonicas a useful means of instructing their pupils musically.

Have you something to sell to children?

Peabody School Book Covers are the only ones that possess the absolute essential of successful school book cover circulation: they have the whole-hearted support of educators because they are endorsed and distributed by the Alumni Association of a great educational institution, George Peabody College for Teachers, Nashville, Tenn.

*Selection of circulation for 1929-30 should be made now—Write today for full information and rates.*

## EDUCATIONAL ADVERTISING COMPANY

*George D. Bryson, President*

55 West 42nd St.

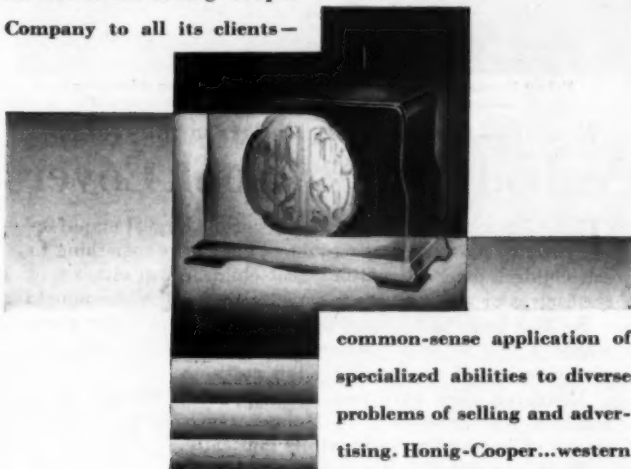


New York City

PUBLISHERS' REPRESENTATIVES Specialising in the JUVENILE FIELD

*Magnavox*, as the father of all dynamic speakers, brought a new element of realism into the radio field. It has been Honig-Cooper's privilege to aid in the interpretation of *Magnavox* realism to all of America. The story of Honig-Cooper's association with *Magnavox* has been typical of the western-national service of the Honig-Cooper Company to all its clients—

## THE GREAT VOICE



common-sense application of specialized abilities to diverse problems of selling and advertising. Honig-Cooper...western in location ... western-national in understanding...and vision.

### HONIG-COOPER CO.

*The National  
Advertising Agency of the West*

SAN FRANCISCO PORTLAND  
SEATTLE LOS ANGELES

*Representative Offices*

CHICAGO NEW YORK BOSTON

weird patterns. People could not believe that drops of water, so magnified, could form such dramatic pictures.

Nature inclines to decorative design. Almost everything she does is of ornamental design. Science ponders over what happens when a crystal of ice is placed under the magnifying glass and then photographed. It is as if some inspired artist had mapped out the physical appearance of that little crystal spot.

The keyboard of an adding machine was repeated and formed into a decorative pattern that made one of the most intriguing designs I have ever seen. But this plan was not without reason. The advertiser based his text on the idea that many figures confuse the average bookkeeper. In his own crude penciled scrawls, they might indeed encourage pandemonium, but what of sharp, crisply clear numerals, always at his finger tips. Just as some designer may take a flower and weave it into a cloth pattern or a wallpaper creation, just so the artist in this case takes the keyboard and builds it into true romance, pictorially.

The photographer may take a can of beans and make a study of it, alone, and it will remain no more than just that. But if this camera expert arranges a series of tins, against proper background environment, duplicating a single unit, over and over again, the result may easily be a most appealing composition.

Twenty automobile storage batteries were placed tightly together, and a camera looked down upon them, photographing them on a single plate. The print was a fascinating pattern, formed of the mechanical features of these batteries. But a single battery would have been commonplace.

Ten ball bearings for motor cars were artistically arranged on a piece of black velvet, one a replica of the other, but the camera looked upon this experiment as decorative design, and produced that result in the negative. The repetition of the units increased the visual interest. That and adroitly arranged lights and shadows.



**"If you want  
the cream of  
British business  
at home and  
abroad, you  
must ask for it  
in  
'Punch'**

**Other papers  
have some of  
the best buyers  
in the Empire  
for readers. But  
PUNCH has all  
of them."**

THOMAS RUSSELL

MARION JEAN LYON  
Advertisement Manager, "PUNCH"  
80, FLEET STREET  
LONDON, E.C. 4, ENG.



## Good Copy

It is not infrequently said that most people do not answer advertisements.

It might be fairer to say that many advertisements do not call for a direct answer.

Good copy can exert a charm which leaves the reader in a mood to respond.

**HAWLEY  
ADVERTISING  
COMPANY**

Inc.

**95 MADISON AVE.  
NEW YORK CITY**

## Jantzen Knows Its Diving Girl Is a Good Trade-Mark

JANTZEN KNITTING MILLS  
PORTLAND, OREG., FEB. 12, 1929.

Editor of PRINTERS' INK:

The article on page 58 of the January 31, 1929, issue of PRINTERS' INK is very apt to give the impression that our Diving Girl is as dead as the dodo, or in any case that it ought to be, so far as usage as a trade-mark is concerned. We are not writing with the thought in mind that others in a similar line of business might consider this an invitation to use the Diving Girl as a trade-mark, because obviously if our Diving Girl trade-mark is so hopeless, as indicated by this treatment, the converse supposition would be true. However, because there is a possibility that the more or less casual lay reader might get some wrong impressions about trade-marks, it does seem in order to make some comment to you.

Obviously, the most practical testimony as to whether a trade-mark is worth anything or not is the good-will of which it, either alone or associated with some other name or design, may be symbolic. The best possible evidence of the appeal of the Jantzen Diving Girl trade-mark is represented by her use in advertising, notably in respect to the distribution of some twelve to thirteen million diving girl stickers. The wide currency of the Jantzen Diving Girl stickers a few years back, largely in 1924 and the years immediately subsequent thereto, do point to a very poignant appeal on the part of that which we have referred to as "the most widely traveled lady in America."

The same popularity as a sticker is being enjoyed today by the Jantzen Diving Girl in Australia, in the Argentine, and elsewhere, as was true here some years ago. We know that a considerable element of our appreciable good-will is accounted for by the warm reception accorded her. The very fact that the Jantzen Diving Girl is registered as a trade-mark in all of the more important countries of the world is some recognition at least, on the part of the properly constituted governmental authorities, of some virtue in her as a trade-mark.

The things said about the Diving Girl in this article are predicated upon a decision by the First Assistant Commissioner of Patents, but we do not believe that he could subscribe to such extreme statements regarding the uselessness of the Diving Girl. It should be remarked that some diving girls could be so markedly similar to our own that *prima facie* they would constitute an invasion of our rights. In other words, other diving girl marks sought to be registered might very easily be such as we would look upon as more flagrant in offense than the one under consideration. It will be noted that the reference of the First Assistant Commissioner of Patents is of a specific set of circumstances as indicated by the following quotation from his decision "These facts, therefore, lead to the conclusion that the difference between the particular representations of the girls in their

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# \$2,493 NET INCOME and NO RENT TO PAY

*Living Standards Average High on the  
Prosperous Dairy Farms of the  
"New York City Milk Shed"*

THE results of studies made on 114 dairy farms in the Chenango Valley, New York, by the Agricultural College at Cornell show that the average gross income in 1926 was \$7,381. After paying farm operating expenses there remained \$2,493 per family as living income.

Consider that these families have no rent to pay, and you will see that their living standards must compare favorably with city families receiving from \$3,000 to \$4,000 per annum.

You can best reach these prosperous dairy farm families through their own paper—the Dairymen's League News. This paper offers you concentrated circulation of high average quality at the modest line rate of 50 cents. A trial schedule will cost you little and may open a profitable new market.

*Sample Copy and Rate Card mailed on request.*

This area is known  
as "The New York  
City Milk Shed"



## DAIRYMEN'S League NEWS

New York  
11 West 42nd Street  
W. A. Schroyer, Bus. Mgr.  
Phone Pennsylvania 4760

Chicago  
10 S. La Salle Street  
John D. Ross  
Phone State 3852

## STARTING WITH AN IDEA



## THEN TO THE LAYOUT



## TYPE ARRANGEMENT



## FINISHED ILLUSTRATION



## REQUIRES A GROUP



They are up in the Pent  
House at 18 East 48th St.  
... rendering a service to  
advertisers.

**CARL MUELLER**  
**ANTHONY HANSEN**  
**DOROTHY SCHNELLOCK**  
**FRANZ FELIX**  
**JOHN HAMMER**  
**LESTER GREENWOOD**  
**RÉ MARC**  
**H. B. HELMER**  
**JOHN ROSENFELD**  
**JAMES A. WADDELL**  
**LOU NUSE**  
**NORMAN STRAIN**  
**J. W. RASKOFF**  
**E. W. BELL**  
**STANLEY COOPER**

**Konor & Peters**  
**New York City**

positions are such that confusion in trade would not be likely." (Italics are ours.)

We do not consider that the present issue is closed by any means, and accordingly have appealed the case to the Circuit Court of Appeals of the District of Columbia. It is our belief that there has not been a sufficient recognition of our rights, although there has been some recognition, and not complete repudiation as one might be led to think from a perusal of this article.

JANTZEN KNITTING MILLS,  
IRWIN S. ADAMS,  
Assistant to the President.

### Death of W. L. Hopkins

William L. Hopkins, for many years with the American Lithographic Company, New York, died recently while on a business trip to Boston. He first started business in the hardware field, and later became associated with the lithographic industry, joining the American Lithographic organization. In 1899 he was made central district manager of that company and subsequently became art director.

Mr. Hopkins occupied the position of art director for seventeen years and later was made a member of the board of directors. In 1922 he became vice-president and director of Alco-Gravure, Inc., and a member of the sales board.

### Organize Philadelphia Suburban Group

Neville & Hitchings, Inc., Philadelphia, has organized a group of suburban newspapers within a radius of forty miles of Philadelphia to be known as "Philadelphia's Suburban Newspaper Group." Forty newspapers are now included.

W. H. H. Neville, president, was for twelve years with the Philadelphia Record, and later with the Philadelphia Public Ledger. Robert Hitchings has been manager of the local rotogravure advertising section of the Public Ledger. E. Schweiger is treasurer of Neville & Hitchings, Inc.

### New Account for Whipple & Black

The Rocktile Manufacturing Company, Detroit, manufacturer of automatic tile machines, has placed its advertising account with Whipple & Black, Inc., Detroit advertising agency. Building trade papers will be used.

### C. N. Greig Leaves Cleveland "Plain Dealer"

Carlisle N. Greig has resigned as sales promotion manager of the Cleveland Plain Dealer.

### F. D. Boyd with Fisher-Wilson

Frank D. Boyd, who has been conducting his own advertising business at St. Louis, has joined the Fisher-Wilson Advertising Agency, of that city, as an account executive.



THE INDOLENT RICH



THE OVERWORKED POOR



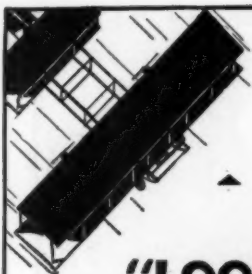
THE CLINGING VINE TYPE



The CREATIVE TYPE



. . . . . 1,000,000 Creative women whose  
 . . . . . 1,000,000 alert minds make  
 . . . . . 1,000,000 pairs of Creative hands  
 . . . . . do things about the house  
 . . . . . guided, aided, inspired, abetted each month by  
 . . . . . 1,000,000 copies of  
 . . . . . NEEDLECRAFT—the Magazine of HOME ARTS



▲ ▲ **EVEN 15 YEARS AGO  
THEY CRIED**

**"LOOK AT THE  
AIRPLANE"**

▲ ▲ **AND PROMPTLY THE DAY WAS  
BROKEN UP**

**T**ODAY, airplanes are as common as Philadelphia trains. Flying is a science, not a novelty. Improvement has followed improvement.

Electrotyping, stereotyping and making mats are all scientific processes.

Here, in the House of Atlantic, a client is served with the most modern devices inventors have presented to the plate making industry.

Many of the new processes used at Atlantic have never been seen before in New York.

Accept our cordial invitation to visit the most modern plate maker in the East—at 228 East 45th Street, New York, N. Y.



**ATLANTIC ELECTROTYPE  
& STEREOTYPE CO., INC.**



# I Was Bitten by the "Let's-Start-an-Agency" Bug

And I Think It Was the Best Thing That Ever Happened to Me

By a Two-by-Four Advertising Agent

I AM one of the thousands of advertising men who has been bitten by the "Let's-Start-an-Agency" bug about which Howard W. Dickinson wrote so ably in the February 7 issue of *PRINTERS' INK*. Many times during the last ten years I have had the knife out to cut the threads that bound me to the advertising agency payroll. And many times my friends have held up a warning finger with the veiled threat of sure starvation. Or my own timidity would assert itself. Or my bump of caution would hint: "Not now . . . next year, perhaps . . . when conditions seem a little better."

And so ten years went by, and I continued to be more or less of a specialist in an organization of many parts.

Suddenly the decision was taken out of my hands. One of those cataclysmic upheavals so frequent in the agency business took place, and my disconnection from the payroll was sudden, complete and permanent. On that point nothing remained to be decided.

On another point, however, a decision—and a prompt one—was necessary. Should I hunt a job in another agency? Should I look for something with a publisher or manufacturer? Or should I take the long-considered step and start an agency of my own?

I began to look around, and my friends began to look around. The result was that three definite offers—all good ones—were made within a week. I refused all of them because I had been so severely bitten by the Dickinson-

ian "Let's-Start-an-Agency" bug.

I mention this merely to show how virulent this bug becomes when the serious biting begins.

At this point I took stock of my assets. I had a typewriter—a lot of copy paper—a few ideas on copy and service—enough money—and a good many friends. Also

willingness to work as many hours a day as might be necessary.

Understand that my office is not a place of thick carpets, polished desks, soft-voiced lobby attendants, and weighty conferences. It is a hole-in-the-wall, in a second-rate office building on a second-rate street. My

furniture consists of second-hand desks, a second-hand typewriter, and some pieces which have outlived their usefulness at home. My accounts are, for the most part, those that are looked down on by my former associates as not worthy of their consideration.

The income provided by these accounts is naturally not excessive. The whole lot of them does not equal the minimum retainer fee of a single good account in a large agency. Even with my low overhead I lost money the first month I was in business. Then a bit of luck struck me, and the second month my income was something like three times my former salary.

But as moderate as is my success, I do not believe I could have made the grade even to this point without the help of my friends. Let me illustrate. One of my accounts came to me through a friend in an agency who had a friend in the employ of a client.

**B***BREATHES there the ad man with soul so dead Who never to himself hath said*

*"I'd like to start an agency?"*

*Here is the history of one who carried the wish into action. From out of this experience he cites a list of six tools which ought to be in the kit of every man who decides to start an advertising agency of his own.*

# 4 Times in a Row!

Again in 1928, the records show, the NEWARK EVENING NEWS maintains its enviable position as a Leader in Advertising Lineage, among all the Six-day Newspapers in the United States.

**More National  
Advertising**

**More Automobile  
Advertising**

**More Classified  
Advertising**

was published in the NEWARK EVENING NEWS than in any other six-day newspaper. And ONLY ONE six-day newspaper in the United States exceeded it in

**Total Advertising**

a record which has been held for four consecutive years.

## Newark Evening News

EUGENE W. FARRELL  
Business and Advertising Manager  
Home Office, 215-221 Market Street,  
Newark, New Jersey

O'MARA & ORMSBEE, Inc.  
General Advertising Representatives  
New York, Detroit, Chicago,  
Los Angeles, San Francisco

Another came through a friend who happened to be near the top in the organization of a manufacturer. A third came through another agency man. And a fourth through a friendship formed when with my former agency connection.

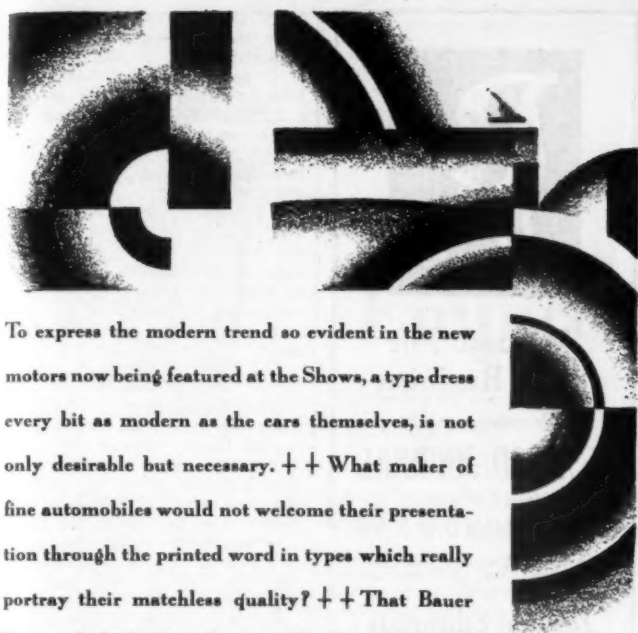
Now the next thing in the kit of tools is hard work. "I work hard" says the bug-bitten agency man. "I haven't been able to take an afternoon off for golf for a couple of weeks." I would say to the man who wants to work union hours and have his golf, that he is better off working for someone else.

I am giving personal facts because I believe they are typical of the conditions that exist during an agency's early days. A few mornings ago I was out of bed at six o'clock and at my desk at six-thirty. I quit work that day at midnight—not because I wanted to, but because I figured I would be no good the next day unless I got some sleep. It was a busy, thoroughly enjoyed seventeen-and-a-half-hour day. Frequently I have worked at home until past midnight pounding out copy on a portable typewriter. And I have written copy in bed in the small hours of the morning propped up on pillows with my brief-case for a writing desk, as I am doing now—at five o'clock on Sunday morning.

Is this necessary? Perhaps not. There are undoubtedly a good many men who are clever enough to succeed without it. I am not, and admit it.

Take money, too. Nobody can keep the wheels turning very long without some money—not in dribblets, but in thousand-dollar lumps. It is astounding how assets dwindle when publication bills begin to come in. So I agree with Mr. Dickinson that another kit in the box of tools should be, not only credit, but an ample supply of ready money.

Let the ambitious beginner ask himself, too: "How much do I know about the technique of advertising? . . . How fine a screen will the average business



To express the modern trend so evident in the new motors now being featured at the Shows, a type dress every bit as modern as the cars themselves, is not only desirable but necessary. † † What maker of fine automobiles would not welcome their presentation through the printed word in types which really portray their matchless quality? † † That Bauer Types, of which this is Lucian, offer an inspirational opportunity to those interested in modernizing and elevating the appearance of their advertising, seems almost to go without the saying. Bauer Types are cast on the American point system. Specimens available, on request, to those interested in fine design, whether expressed in motor cars or beautiful typography.

## THE BAUER TYPE FOUNDRY · INC.

ESTABLISHED IN 1837

To perpetuate the ideas and ideals of its founder, Christian Bauer

New York Offices: 235-247 E. 45th Street

Frankfurt a.M., Germany

London, England

Barcelona, Spain



## A Tonic For Your Business

Advertising in the  
**N. A. R. D. JOURNAL**

Issued Weekly

**Paid Circulation Over 21,000**

One of Its Features That Gets  
and Holds That All-Important  
"Reader Interest":

### Journal Editorials

are looked forward to each week with keen interest. Samuel C. Henry who writes them is a practical pharmacist and conversant with all problems pertaining to the drug trade.

He has a broad vision on all such subjects and his editorials "hit the nail on the head."

Before he expresses an opinion he knows whereof he speaks, hence Journal editorials are widely read and discussed.

The Journal is always in a convenient place in many thousand drug stores.

*Journal Advertisers Get  
Results.*

**N. A. R. D. JOURNAL**

168 N. Michigan Avenue  
Chicago, Ill.

Phone: State 8622

*New York Representative*

**W. D. WARD**

254 W. 31st Street, New York

Phone: Penn 9055

paper take successfully? . . .  
How should rotogravure copy be prepared? . . . What is S & S C paper? . . . Will this folder fold on a machine or is it a hand job? . . . How are process color plates made? . . . Why is monotype composition sometimes cheaper than linotype composition?

It is surprising how many questions a client or prospective client can ask—and there's no time to look up the answer. He wants to know—he wants to know right away—and he wants to feel that you know what you're talking about.

### *A Fascinating Job*

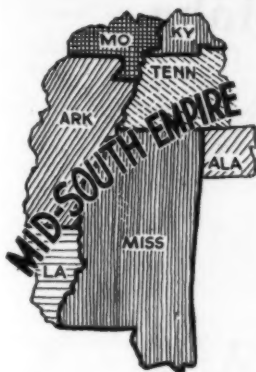
After having been in advertising work for more than twenty years—after having worked for manufacturers, business papers and advertising agencies—I say that the operation of a small agency is by far the most fascinating job I have ever tackled. I would like to be in my little two-by-four office all the time, and my wife and children have a hard time keeping me away long enough to take them to a moving picture show.

That's how glad I am that I started, and I hope I never have to quit. To those who are ambitious to leave the certainties of a payroll for the uncertainties of their own businesses, I suggest the following kit of tools:

1. *Friends*—The right kind; agency men, printers, engravers, publishers, publication representatives, manufacturers, bankers. The more friends you have the better your chances.

2. *Experience*—Not just a little, but enough to talk about. Nobody wants a novice to spend his advertising appropriation, any more than he wants an inexperienced doctor for an operation, or an unseasoned lawyer for legal advice.

3. *Knowledge*—Know printing—know engraving—know paper—know type—know publications. In short, prepare yourself to be a walking encyclopedia of the advertising—printing—publishing business. For if you don't know these things you will have to hire some-



# The Mid South Empire

*The Valley of the Mississippi  
Stretching from Kentucky  
to the Gulf*

**FROM** Kentucky to the Gulf of Mexico, in the rich Mississippi river valley lands, lies an area known as the Mid-South Empire.

This Empire is peopled with a loyal, well-to-do and industrious populace—a group which is ever looking for the better things of life—a group which is responsive and able to buy when and where they wish.

For more than eighty-eight years The Commercial Appeal has been the accepted newspaper of this Mid-South Empire. Since 1840 the people of this empire have known The Commercial Appeal as their home-paper. They believe in it—they respect it.

Your message in The Appeal Papers will make a host of friends for your product or service.

These Newspapers Saturate the Empire

## THE COMMERCIAL APPEAL

*"South's Greatest Newspaper"*

## MEMPHIS EVENING APPEAL

*"South's Fastest Growing Newspaper"*

*Average Paid Circulation January, 1929*

**M. & E. . . . 183,346**

**Sunday, 143,543**

---

**JOHN M. BRANHAM CO., Representatives**

# The Globe.

TORONTO

CANADA

*Announcing  
the appointment of*

## GILMAN, NICOLL & RUTHMAN

Advertising Representatives in the  
United States, with offices at

New York, Boston, Chicago  
and San Francisco

EFFECTIVE  
FEB. 1,  
1929

# The Globe.

"Canada's National Newspaper"

TORONTO

CANADA

R. K. STOCKS, Advertising Manager

*The largest morning circulation in Canada built without the aid of premiums*

one who does, and then up toward the sky goes the overhead, and down toward the cellar go the profits.

4. *Facility in writing*—Here is something not to be acquired in a day or a week. Yet it can be acquired and is a most necessary tool. He is a brave man who starts an agency with the reservation: Of course I'm no writer, but I can hire someone to do that for me.

5. *Money*—Enough of it so you won't stay awake nights hoping the check you've been expecting will turn up in the next morning's mail.

6. *Willingness to work*—And that means sacrificing golf, bridge parties, the theater and other social diversions, when the occasion demands. It means making everything else secondary to formulating plans, preparing schedules, making calls on new prospects, and giving service to present ones. It means making many sacrifices to build soundly the foundation you want your little agency to have.

### Appoint New Haven Agency

The Monoco Company, New Haven, Conn., manufacturer of athletic goods, and the Kimball Aircraft Corporation, Naugatuck, Conn., manufacturer of airplane motors, have placed their advertising accounts with The Steddford Pitt Company, New Haven advertising agency. The Monoco Company will advertise a new article, called the Yale Shadow Ball. Boys' magazines and business papers will be used. The Kimball company will use aviation papers.

### A. C. McPhail Joins "The Review of Reviews"

A. C. McPhail has been made manager of the financial department of *The Review of Reviews* and *The Golden Book*, New York. He was recently with the New York syndicate staff of Professor Irving Fisher, and formerly was editor of two of the Rand McNally & Company, Inc., banking publications.

### "National Cleaner and Dyer" Advances W. S. Curdy

W. S. Curdy, formerly Western representative for five years of *The National Cleaner and Dyer*, New York, has been appointed business manager of that publication. Raymond L. Orwig will succeed Mr. Curdy in the Western territory.

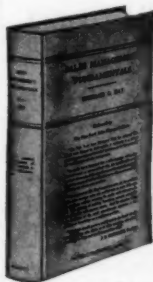
**"—a common sense and practical statement of the high points in the fundamentals!"**

—J. R. Brundage, President, New York Sales Managers' Club.

## SALES MANAGEMENT FUNDAMENTALS

By RICHARD C. HAY

Sales Consultant; formerly Manager Sales Training and Sales Promotion, American Radiator Company; Sales Manager, May Oil Burner Company



The **FIRST** book on sales management by an actually successful and practical sales manager.

The **FIRST** book to explain in practical terms exactly how the sales manager must attack his major problems. Help-

ful answers to practical questions like:

- Selecting, training, enthusing salesmen;
- Using the difficulty analysis to solve sales problems;
- Helping the dealer stimulate sales;
- Running the sales conference and making the sales manual;
- Applying research to sales.

The **FIRST** book to be endorsed by the New York Sales Managers' Club as at the top of this column.

Price \$3.50

### USE THIS COUPON

#### FREE EXAMINATION ORDER FORM

HARPER & BROTHERS P12

49 East 33rd Street, New York

Please send me postpaid for ten days' **FREE EXAMINATION** one copy of **SALES MANAGEMENT FUNDAMENTALS**, \$3.50.

- ☐ I will remit \$3.50 in ten days or return book.
- ☐ I enclose check. ☐ Send C. O. D.

Name .....

Address .....

Business Connection .....

(Please fill in)



**A BOOK  
and  
PUBLISHING  
CENTER  
Of Rapidly Grow-  
ing Importance**

**386  
FOURTH AVE.**

corner 27th St.  
Opposite N. Y. Life Bldg.

**T**HE following firms have been attracted to this building from Uptown and Downtown by the clean light floors, excellent service and moderate rentals:

Houghton-Mifflin Co.  
Book of the Month Club  
The Bookman  
Wm. Morrow & Co.  
H. R. Howell Pub. Co.  
John Day Co.  
University Press  
Little Leather Library Corporation

If you would like to know of the full floors or smaller offices available here, we shall be glad to send you information or to co-operate with your broker.

**SPEAR & CO., Inc.**  
225 Fifth Avenue  
Ashland 4200

**Constructional  
Features Make Poor  
Trade-Marks**

**A**MONG the various types of trade-marks which manufacturers would do well to avoid, is that type which consists of a constructional feature of the product itself. For example, a certain design of tire tread which serves to help prevent skidding, has been held to be unregistrable as a trade-mark device. Similarly, in an opinion just handed down by the first assistant commissioner of the Patent Office, it has been held that a solid ridge knitted into the upper portion of a stocking is not subject to trade-mark registration because the ridge is an integral part of the goods and acts to prevent runs in the hosiery.

This latter case came up as a result of an application by the Vortex Hosiery Mills, Inc., which had applied for registration as a trade-mark on hosiery of a ridge of the same color as the goods and woven in the upper portion of the stocking. The examiner of trade-mark interferences held that the applicant was not entitled to registration for the reason that the ridge performs the mechanical function of stopping runs. His decision was upheld in the opinion just handed down by the first assistant commissioner.

This latter official, in his opinion, pointed out that in the Good-year tire case, the Court declared: "The diamond-shaped projections, which appellant claims as a trade-mark, are clearly descriptive of the goods on which they are used, since they form a very essential part of the goods itself. In other words, these projections are molded on the face of a rubber tire either to enhance the wear, or to prevent skidding, or both."

He then pointed out that there have been many other court cases which have made clear the fact "that trade-marks are not to be found in parts of the articles or goods themselves where mechanical functions result, but that to constitute proper trade-marks the latter



In 1928

# The Seattle Times

Led All Seattle Papers

In

## National Display

Lineage Including Automobile and Financial

The Seattle Times  
**3,544,013**  
Second Paper  
**2,898,580**  
Third Paper  
**1,330,076**

The above national display lineage figures for the 12 months ending December 31, 1928, were compiled by De Lissar Bros.

# The Seattle Daily Times

Member of Audit Bureau of Circulations

SOLE NATIONAL REPRESENTATIVE

**The S. C. Beckwith Special Agency**

New York	Philadelphia	Chicago	St. Louis	Detroit
Kansas City	Atlanta	San Francisco		

## The Y. W. C. A. Camps

*with attendance of more than  
100,000 Girls*

*offer you a huge MARKET for  
your products*

*Complete your sales campaign  
and make record sales this year  
through*

*The "Y" Service of the Adver-  
tising Department of*

## The Womans Press

*The official national magazine of the  
Young Women's Christian Association*

*For complete plan of services to  
fit your particular product, write*

*Clara Janouch, Adv. Mgr.*

**THE WOMANS PRESS**

600 Lexington Ave., N. Y. City

Get out a BOOK to  
picture your house,  
your goods & your  
service. Let us plan  
and print it for you.  
Call Medallion 4836



**CURRIER & HARFORD**  
LTD • 460 W. 34th STREET, N. Y.

must appear on or in connection with the goods solely for the purpose of indicating origin or ownership. To grant applicant the registration sought would be . . . equivalent to granting applicant a perpetual patent upon a run-stopping ridge knit into a stocking."

## Procter & Gamble Sales and Earnings Continue to Gain

The Procter & Gamble Company, Cincinnati, manufacturer of Ivory Soap, P. & G. Naptha Soap, Chipso and Crisco, reports gross sales for 1928 of \$210,615,194, against \$191,776,977 in 1927, and \$189,314,559 in 1926. Sales for 1928 were approximately double those of the year 1922.

Net earnings for 1928 amount to \$15,399,335, against \$14,329,975 in 1927 and \$11,566,753 in 1926. Net earnings in 1922 amounted to \$6,665,327.

## Perfection Stove Company Appointments

Donald M. Vance, formerly production manager of the advertising department of the Perfection Stove Company, Cleveland, has been appointed manager of the oil-burner division of the advertising department of that company. R. E. Van Norstrand, formerly Chicago sales manager of the Quiet-May Oil Burner Corporation, has been appointed sales manager of the Perfection oil burner division.

## Don Dawson Joins Central National Bank

Don Dawson, recently assistant secretary of the Cleveland Advertising Club, has joined the publicity and business extension department of the Central National Bank of that city.

## Linen Account to Carlisle Agency

Weil & Dursé, New York, distributors of The Pride of Flanders linens, have appointed the Carlisle company, New York advertising agency, to direct their advertising account. Magazines and business papers will be used.

## Starts M. Harris Letter Service

Minerva S. Harris, formerly space buyer with Sherman & Lehair, Inc., New York, now the George C. Sherman Company, has started a direct-mail service at that city under the name of the M. Harris Letter Service.

## Board of Trade Building Account to Touzalin

Albert H. Wetten & Company, agents for the new Chicago Board of Trade Building, have appointed the Charles H. Touzalin Agency, of that city, to direct the advertising for the building.



# S

## TILL CLIMBING—

THE ARCHITECT has made a gain of 1300 new subscribers since June 1st, 1928, and is still climbing. Up to date, the net paid subscriptions total 4500. This is concrete evidence of THE ARCHITECT'S "reader interest." Only five years old, yet, as an advertising medium, it is second to none and carries the highest percentage of renewals in its field.

Be Sure to Read

**"In The Architect's Mail"**

commencing with the  
February issue.

**FORBES PUBLISHING CO., INC.**

THE ARCHITECTS' BUILDING, No. 101 PARK AVENUE, NEW YORK

# Man Wanted---

A friend of ours (New York City) has asked us to put out a drag-net to find the best man available for a somewhat unique position.

The concern is the largest and oldest in its particular line of business. It is well organized, has a high reputation and is financially successful.

It wants a man with a broad selling and advertising experience, perhaps with an agency background. The work to be done is not strictly promotion nor yet investigation, but partakes of both.

The man should have an inquiring mind and a good business perspective. While writing is not a first essential he must have sufficient writing facility to put his conclusions in clear straightforward English.

The concern has no fixed idea as to salary but will pay adequately for high class talent. No personal interview can be given by us—all letters will be forwarded, unopened, to the company. The more information given in first letter, the greater likelihood of an appointment for an interview.

Address "R.," care of M. L. WILSON

**THE BLACKMAN COMPANY**

120 West 42nd Street  
New York City

## From Zero to National Distribution in Sixty Days

(Continued from page 6)

(a) Brokers who had children responded immediately.

(b) Brokers who had not enjoyed fairly recent contact with young children sought further information on the subject.

By November 1, when this advertisement appeared, all of these questions had been answered. Brokers in the one division were enthusiastic—many in the other division still remain skeptical.

Through November and December, during the sixty days in which the product has been in active distribution, it has been extremely interesting to observe the change in attitude of the Division B brokers as initial orders placed by them with jobbers have been followed with one repeat order for the same small quantity, a second repeat order for the same small quantity, and a third repeat order for a real quantity of the product.

Repeat orders of this type have run as high as seven and nine repeats within the sixty-day period. Through these brokerage representatives, the preliminary effort to obtain distribution has been supported by only two sales representatives of our own who contact brokers and jobbers, the key retail establishments, visiting nurses' associations, doctors and hospitals.

For important practical considerations, it seemed advisable to introduce the new product through our existing brokerage organization and distribute through the jobbing and retail grocery connections, supporting our volume on our regular lines.

The question of the doctor's attitude toward prescribing a product carried by the grocery store, as against his attitude if the product were distributed through the drug store, was canvassed thoroughly and it was found that no professional objection existed toward grocery store distribution. On the same question, mothers preferred

the grocery store in over 90 per cent of the cases.

Thin as the market for the product may be, the amount of interest it is attracting is producing in many of our brokerage representatives the same detached concern for the growth and safe development of the enterprise that has characterized other effort on the product, and many of them have done an amount of detail work already that is well in excess of our best expectations.

The advertising program was announced to our representatives in a detailed letter following their acceptance of the proposition. The advertising program, already effective and planned for the next few months, consists of the following divisions:

1. National women's magazines.
2. Specialized magazines.
3. Professional journals.
4. Direct by mail.
  - a) To retail grocers.
  - b) To doctors.
  - c) To hospitals.
5. Leaflets for consumers.
6. Counter and window displays.
7. Dealer cuts and other special service.
8. Letterheads.

We are using full pages in the professional field—color inserts beginning February in the grocery trade field, and full depth, single column advertisements in our consumer advertising.

In the above program, it is perhaps worthy of note that no provision is made for a portfolio. The only portfolio we have thus far used in merchandising the idea, the market opportunity, or the advertising campaign to brokers, jobbers or retailers, consists of a large broadside originally produced for direct-mail distribution to retailers.

The first women's magazine advertisement, as I have already remarked, appeared in November. Returns of coupons for introductory packages of the product exceeded, during the first thirty days, the total number of returns anticipated for the first year on a cumulative basis from this space.

Prior to the newsstand appearance of this publication, an order for rush shipment of the product was received from two retailers,



### Want Dealer Cooperation?

**PARKER METAL SIGNS and Displays** will help you get it—at low cost. Brilliant, durable colors lithographed and **BAKED** on high quality steel plate will display your product and your story as nothing else will. They will show the dealer you are behind your product; they will win his support and help him sell more. Remember, the dealer is important; when you help him you help yourself. Nothing will help more than Parker Signs and Displays. Such well-known Parker users as Wrigley, Morton's Salt, Moxie, Clicquot Club, Lucas Paints and Curtiss Candy know this. Write today for descriptive folder. Parker Metal Decorating Co., Inc., Dept. B, Howard and Ostend Sts., Baltimore, Md.

**P A R K E R**  
SIGNS and DISPLAYS

**12 YEARS A FREE LANCE  
DESIGNER**

A BROAD EXPERIENCE  
SERVING A VARIED AND  
EXACTING CLIENTELE.  
EVER READY FOR YOU  
ALWAYS DEPENDABLE.

**RALPH E.  
DEININGER**

344 W. 28 N.Y.C. LAC. 4749

one wholesaler, and from the wife of an American naval officer at Guantanamo Bay. This same advertisement, during December, brought similar requests for special shipment of the product from mothers in such scattered places as far Northern Canada, Mexico, Cuba, several Southern countries, India, Hawaii and the Philippine Islands.

The first full-page announcement of the product in a professional publication brought letters from over 600 doctors requesting samples.

With the broadsides as the merchandising medium, and the efforts of our brokers as the primary selling effort, over 200 of the leading wholesale distributors in the United States were stocked with the products before December 24.

Shipment of the product in November and December, and check-up on movement of the product from the shelf of the retailer have confirmed the accuracy of the conclusions arrived at in the preliminary study of the project.

### *Baby's Head Featured in Advertising*

In connection with our advertising, a baby's head is featured in each advertisement together with a headline dealing directly with the nature of the product. The emphasis in copy is placed upon approval of authoritative institutes, professional approval, and the superior richness of the product in mineral salts and vitamins A-B-C. The appeal to convenience is incidental, because of the fact that preliminary investigation indicated convenience as an important factor, but a factor that would not be most effective from the standpoint of basic appeal.

In order to secure a baby's head expressing the specific qualities required as a supplement to the package, available specimens were secured from a number of artists. It was essential, of course, that the baby selected fall within the age period of the strained vegetable products market. This period, as well as the other qualities desired, were found in a pastel by Dorothy Hope Smith. This head, selected

## Mr. Food Manufacturer

### You are invited to participate in The Press-Guardian Cooking School

which will be conducted in the near future by the DeBoth Home Makers organization at the Eastside High School Auditorium, Paterson, N. J.

It is confidently expected that this year's event will exceed the splendid showing made last October in a similar four-session program.

Further details will be furnished either by this paper or its representatives, or by the DeBoth Home Makers Schools, New York and Chicago.

### The Paterson Press-Guardian

Nat Reps. G. LOGAN PAYNE CO., New York, Boston, Chicago  
George H. Payne, Los Angeles, San Francisco

## Advertisers—Are You Liars?



NO! says Chas. E. Carpenter,  
Near Editor *The HOUGHTON*  
*LINE* in His Sensational

Reply to

“YOUR MONEY’S WORTH”

“DOLLARS AND SENSE” reveals modern American business and advertising as the basis of American prosperity—a constructive force unequalled in the annals of history.

Every advertising man, every manufacturer and user of advertised products, will be interested in

“TRUTH IN ADVERTISING”

“STANDARDIZATION”

“HIGH PRESSURE SELLING”

“THE NEW COMPETITION”

a few of the dynamic chapters in “DOLLARS AND SENSE.”

Published by

**Doubleday, Doran & Co., Inc.**

On sale at all book stores

PRICE:—\$2.00

## Kramer-logues

The sales plan that omits *direct* advertising is as staple as a two-legged stool.

**Kramer Associates, Inc.**  
**DIRECT ADVERTISING**  
 Graybar Building  
 New York City  
 Lexington 7165

## "All set" to work!

**J**UST finished fixing up the studio—and like it better every minute. Light, quiet—just the place where art-work may be carefully planned, or executed with complete concentration.

**NORMAN G. RUDOLPH**



**NEW YORK**  
**STUYvesant 2309**

by checking response to its appeal in competition with other babies' heads that might be used, has again verified the validity of the average index thus secured, and is used in all of our national advertising, professional and business-paper advertising, and also in our direct-mail and display material.

Certain possible extensions of the use of the product, together with tentative future plans, made it unwise to feature a baby's head on the package label itself as a trade-mark feature. While it was considered necessary to give the trade-mark and label a definite baby atmosphere, it was also necessary that this be done in a manner that would permit of the possible adaptation of the trade-mark in the future to a product not intended for babies. In developing this problem, some seventy or eighty trade-mark suggestions were considered and rejected.

Involved in the problem of the trade-mark were not only the circumstances previously mentioned, but also the necessity of making the trade-mark of such a character that in itself it would not be repellent to doctors, and would, if possible, combine a juvenile appeal, a purity appeal, and a technical appeal—at the same time complying with the requirements of a future plan.

The vitamin A, vitamin B and vitamin C blocks, which will be found on the container that appears in the advertisement reproduced with this article, express the rather obvious solution of the problem. The fourth, and almost entirely concealed block, is purely in the nature of insurance against the completion of research at present progressing in the identification of additional vitamins in vegetables. On the completion of such research, this fourth block, if desirable, can be lowered slightly and given its proper designation without changing materially the appearance of the trade-mark.

Having said so much of the marketing, distributing and advertising plan, a word on the product might not be out of place. The essential appeal of the product in professional circles rests in the



**A. W. SHAW COMPANY, Book Division,  
Cass, Huron and Erie Streets, Chicago**

Please send me for 10 days' free examination, postpaid, the four-volume **Advertisers' Encyclopedia**, buckram binding, gold stamped. I'll look over the volumes and if entirely satisfied, within 10 days after their receipt, I'll send you only \$1, and \$3 a month thereafter for seven months, only \$15 in all. Otherwise I'll return the books and that will end the matter.

P. 1.—2-29

Name .....

Street and No. ....

City and State .....

Firm .....

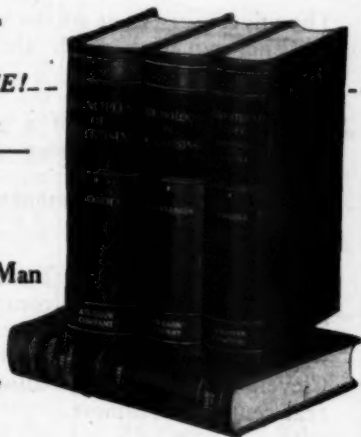
(Outside continental United States  
and Canada, cash with order.)

— **Examine—FREE!** —

**If you are an—**

- Agency Staff Member
- Advertising Manager
- Service Bureau Copy Man
- Newspaper Man

**You have  
to get results!**



—to stimulate and plan advertising campaigns that are successful; to write copy that brings your advertisers back time after time, to persuade merchants, sales organizations, manufacturers, business men, to take space in your publication. You know the *fundamentals* now—but a concise fund of proven advertising *whys* and *hows* on which you can draw at a moment's notice will often give the pivotal idea you've been groping for—turn failure into success. That's why the *Advertisers' Encyclopedia* will be a profitable investment for you.

## **2,484 Fact-Packed Pages of Usable Information**

AS you turn over the pages of this *Advertisers' Encyclopedia* you will find right ways of advertising—how to gauge the size and power of your market; actual percentages of gross income to spend on publicity. Sales appeals, the advertising problems of investment houses, manufacturing concerns, whole-sales houses, chain stores, department stores, and so on—all are fully analyzed.

Layouts, type faces, language, the facts you need to understand the "salesology" of human nature—are plainly shown. Special sections tell how to select mediums, plan campaigns, write copy for magazines, newspapers; mail sales; billboards, trade, and class publications.

Written by Starch, Poffenberger, Herr-old, and Brewster—you can depend upon this *Encyclopedia*; 2,484 pages, 322 tables, 335 successful advertisements analyzed, EXAMINE free. Mail coupon above today—now.

**Examine these 4,568 resultful advertising IDEAS—  
FREE—Mail the handy coupon above NOW!**

## **Strong Chicago Agency Desires to Buy or Merge**

The advertiser is one of the younger Chicago advertising agencies—with an unusual record of accomplishment.

Its personnel consists of a group of nationally-known, creative advertising men.

Its accounts and the amounts they bill annually are substantial.

Possibly there is a New York agency which could multiply its earnings by consolidation such as we have in mind—possibly another Chicago agency—possibly a vigorous growing agency in Detroit, Cleveland, Saint Louis, Milwaukee or some other real center of business.

We are sure the right combination of talent, accounts and lowered overhead would save five years' development expense and effort for both agencies. Or for us, if your agency can be purchased outright.

The principals of this agency would like to talk with advertising agency heads who might be interested.

Negotiations which will be held in strictest confidence may be opened either directly or through the medium of your attorneys.

Address "A A A," Box 118, Printers' Ink,  
185 Madison Ave.,  
New York City

fact that it insures a greater degree of uniformity in the preparation of strained vegetable feedings for babies than can reasonably be expected of mothers with variations in cooking technic and variations in other factors. In addition, the substitution of a few moments' preparation for several hours' preparation required in the home in preparing strained vegetables for babies, insures the more systematic observance of prescribed feeding schedules.

The vitamin values contained in vegetables are subject to loss through oxidation in cooking in an open vessel or double boiler, and in addition the mineral salts in the finished strained vegetable product prepared at home are depreciated in value by losses through solution in cooking water that is poured away. These losses are reduced to a minimum with steam processing methods.

#### **Doctor Is Remembered**

The seals of approval of the institutes that appear on the product and the favorable attitude of the medical profession, therefore, are of utmost importance. For this reason, in our consumer advertising, in the instructions panel on the label itself, and in all other publicity, we attempt to present the product to mothers with a simple, direct statement of its merits, and with definite instructions to consult the baby's own doctor for the correct feeding schedule to be observed in using the products with each individual baby's feeding problem.

Because of the fact that it has been called to our attention repeatedly that more definite instructions for the use of the product would increase its consumption, thereby increasing our profit, I think the reasons why we avoid doing this may be of interest. We believe that we could increase the sale of the product by including in the directions panel specifications for the feeding of vegetable soup in certain quantities for babies of certain ages under average conditions; with alternate feeding specifications in terms of spinach,

**A**RE you interested in getting an unusual experience, contact and acquaintance in the advertising field—both from agency service and publication sales angles?

Mail order experience with national manufacturer.

Outdoor experience.

Agency experience. Copy, contact, plan, on well-known food and general accounts—6½ years.

Publication experience as advertising manager of well-known magazine, where not only management, but hard selling, was essential.

Enjoy attractive contacts and relationships with many advertisers and agencies. Age 31, married. University, Christian, gentleman, hard worker. Salary dependent upon opportunity. Now earning \$10,000.

Address "W," Box 262,  
Printers' Ink

#### **An Exceptional Opportunity for An Exceptional Sales and Advertising Executive**

One of our clients, a leading manufacturer of electric medical equipment sold to physicians and hospitals, offers an unusual opportunity to a high grade man to assume charge of advertising and sales promotion and act as assistant to the president. Successful applicant must be exceptional copy writer and have the ability to dig in and get the facts about the application of a highly technical product and present them in ethical terms. Experience in hospital or medical field would be a distinct advantage. For the right type of executive, there awaits an adequate starting salary, and an opportunity for unusual growth with a concern that is rapidly expanding its business.

Give complete history: education, experience and all other information which will be helpful in making a decision. Also enclose small photograph which will be returned.

**The Procter & Collier Co.  
Cincinnati, Ohio**

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# Wanted▲

## A Publication Representative

Salary  
**\$7500.00 plus**  
for the right man

An old and well known engineering publication with a large circulation, for the first time in many years has an opening in a highly desirable Midwest territory for an advertising salesman.

Man to be considered must be healthy, 28 to 38 years old, and possess exemplary character, pleasing, forceful personality, thorough knowledge of advertising and natural sales ability.

Applications strictly confidential.

Address, stating age, education, experience and other qualifications.

Address "Y"  
Box 252  
Printers' Ink

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carrots, prunes and peas. Such directions alone, however, would not constitute the kind of instructions the mother should have in feeding her baby if her use of the product represents her use of strained vegetables in feeding a first-born child. To the mother who has prepared strained vegetables in her home in the past for the feeding of an older child, the instructions and schedules given her by the baby's doctor at that time constitute all the directions she needs for the use of our product with instructions as they appear on the label. Nevertheless, we ask *both* mothers to consult their physician; and the absence of a suggested hour and quantity of use for babies of different ages almost insures the reference of the product to the physician.

We believe that by leaning backward on this point we will eventually do more to stimulate the intelligent use of the product than would be the case with a less scrupulous, immediate-profit point of view.

The ultimate market for the product is, of course, a thin-spread market. And the products' use by each individual consumer can be expected to be active for only a very few months of the baby's life. These particular months, however, are important months, and we have been extremely gratified by the friendliness increasingly shown for the product by the professional audience that must so largely determine its future. From the standpoint of volume, the total shipments between November 1 and December 31 were as satisfactory as the geographic distribution of the shipments.

The question of the possible influence of the new line upon the volume on our established line of staple canned foods has also been agreeably taken care of by an increase in volume on our staple lines that gave us the largest November volume on record in our business history. This came at a time when practically all of our selling effort was naturally concentrated on the task of getting the new product effectively introduced.

# Announcing

The Appointment of a  
**NATIONAL REPRESENTATIVE**  
 for the  
**Exclusive Distributors Association**  
 of United States, Inc.

( House - to - House Distribution )

What do you do?  
 How do you do it?  
 What guarantee do you give?  
 How much does it cost?  
 Can it be practically tested?

These are common inquiries from advertisers concerning House-to-House Distribution. These inquiries have been increasing at a notable rate recently, as advertisers seek more diligently for product-moving advertising media.

To answer these inquiries fully, intelligently, we have just appointed National Representatives—an organization of advertising men who can talk your language, answer your questions, give you real help.

Every advertiser should have the story of House-to-House Distribution in his files for the same reason he keeps posted on all other media.

Send the coupon for the general facts every advertiser should have, and judge from them whether detailed information will be of further interest to you.



The Exclusive Distributors Association of United States, Inc., is an organization including in its membership distributors of standing throughout America. The financial strength, the character, and the will to back every promise made are present. The officers are: Will H. Weaver, South Bend, Ind., President; S. V. Hensal, Akron, O., Vice-President; George Altman, Columbus, O., Secretary-Treasurer; B. R. Graycroft, Fresno, Cal., Herbert H. Hummel, Newark, N. J., J. C. Russell, San Antonio, Tex., Directors.

GEORGE ALTMAN, Exclusive Distributors Association  
 139 E. Rich St., Columbus, O.

We are interested in the facts of House-to-House Distribution. Send information without obligation to us.

Name .....  
 Address .....  
 City ..... State .....

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# A First Class Artist and Layout Man

will be needed soon

A large technical advertiser requires a man who has outstanding ability to create layouts and visuals for use in publication advertisements and direct mail; a man who can apply every form of modern art, printing and engraving; a man who is versatile enough to produce finished work of distinctive merit on a wide variety of subjects; a man with a reasonable knowledge of the art market for use in cases where work of a special nature justifies going outside to procure specialized temporary services.

The man will have an advantage who knows something about typography and who can follow through every phase of production from an original sketch (or in the case of photographic treatment, from preliminary layouts) all the way to the finished plates.

This position requires a thoroughly experienced, versatile man with much experience behind him. The company, a few hours from New York, is one which should attract such a man. Please give us all the information you think we would like to have, not neglecting to enclose just a few press proofs representing your work and to give us an idea of your earning capacity based on recent experience. Your letter will be kept in strict confidence.

***Address "U," Box 260, care of Printers' Ink***

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### Suggest Co-operative Program for Meat Industry

The American National Livestock Association, in recent convention at San Francisco, discussed the advisability of making an assessment of twenty-five cents a carload on all livestock shipped to market to provide an advertising fund. The discussion resulted from a talk by R. C. Pollock, general manager of the National Livestock and Meat Board of Chicago, in which he said that the advertising of meat has not kept pace with that given other things for the table.

On the contention that young housewives and apartment-house dwellers are only aware of the existence of T-bone steaks and tenderloins, the association last week raised \$5,000 by subscription to be used in educating retail meat merchants in the selling of the cheaper cuts.

### "We Honestly Appreciate Your Help"

THE GLIDDEN COMPANY  
CLEVELAND

Editor of PRINTERS' INK:

We don't know what we have done to merit the attention you have so kindly given us with reference to a recent request for articles on the subject of follow-ups.

But that is neither here nor there. The articles are fine and come closer to hitting the subject we are working on than any of the previous ones.

We honestly appreciate your help.

THE GLIDDEN COMPANY.

### J. H. Jackson with Caples Agency

Joseph H. Jackson has joined the New York office of The Caples Company, advertising agency, as an account executive. He was formerly with Calkins & Holden, Inc., and Cosmopolitan, both of New York.

### Appoints George C. Sherman Agency

Paul V. Allen, Inc., New York, investment securities, has appointed the George C. Sherman Company, Inc., New York advertising agency, to direct its advertising account. *Tabloid* and other newspapers are being used.

### Plumer, Inc., Opens Detroit Office

Plumer, Inc., Chicago, commercial art firm, has opened a Detroit office, in charge of Randall E. Clark. Mr. Clark was formerly with W. O. Floing, Inc., Detroit, commercial art firm.

### Toronto "Globe" Appoints Gilman, Nicoll & Ruthman

The Toronto *Globe* has appointed Gilman, Nicoll & Ruthman, publishers' representatives, as its advertising representatives in the United States.

## Printing Salesman

There is in New York City some capable, industrious and clean-cut printing salesman who for a good and sufficient reason is not entirely happy with his present connection. Such a man can write in complete confidence to the undersigned who are operating a large fully equipped plant devoted to the production of high-class half-tone printing, color printing and direct mail.

This should be a very real opportunity for a man who is determined to get on in the printing world.

Address "M," Box 122, care of Printers' Ink.

## WANTED: Agency Account Executive

- Who is around 30 or 40 years old.
  - Who is pugnacious and full of fight and has a thorough experience in Account Executive work.
  - Who would like to take charge of one of the branches of a leading New York agency in a large nearby city.
  - Who now holds a good position which he has no idea of leaving.
  - Who is willing to take his chances on his own ability if the best opportunity of his life were shown him.
  - Who would enjoy working in a happy young agency family.
  - Who desires to make his last change and settle himself for life with one of New York's leading growing advertising agencies.
- Write us all about yourself, giving full particulars of your business history. Your communication will be held strictly confidential. Compensation on salary basis to start with.
- All of our organization knows about this ad.

Address "B," Box 208,  
Printers' Ink

## Printing Salesman

with good trade and of unquestionable reputation for business ability, will be given the opportunity to prove himself and work into an interest in a going, well-equipped New York City plant. Only hard workers and hustlers need apply.

ADDRESS "L" BOX 112  
CARE PRINTERS' INK

## Magazine Summary Correction

In the magazine advertising lineage summary published in **PRINTERS' INK** for February 14 the figures for *The Red Book Magazine* were incorrectly listed. The correct lineage and the positions of the first twenty-six magazines in the general magazine group follow:

	Pages	Lines
The Spur (2 issues).....	136	91,264
House & Garden.....	141	89,020
Town & Country (2 issues).....	119	80,011
Country Life.....	110	73,738
Nation's Business.....	125	53,662
Arts & Decoration.....	80	53,550
House Beautiful.....	79	49,750
American Home.....	75	46,200
Forbes (2 Jan. issues).....	99	45,077
Vanity Fair.....	71	44,748
World's Work.....	96	41,352
Popular Mechanics.....	183	40,992
Normal Instructor.....	57	38,546
The Sportsman.....	57	36,294
Review of Reviews.....	82	35,257
American.....	80	34,433
True Story.....	77	33,116
Cosmopolitan.....	76	32,401
Popular Science Monthly.....	71	30,579
Better Homes & Gardens.....	57	25,707
Magazine of Business.....	59	25,383
Physical Culture.....	58	24,901
International Studio.....	37	24,836
Photoplay.....	54	23,017
Field & Stream.....	53	22,856
Red Book.....	52	22,490

In the four-year record of February advertising *The Red Book Magazine* was in seventeenth place in the general magazine group. With the correct lineage figures the magazine occupies twenty-first place.

## Co-operation That Builds Prestige

MAJESTIC RADIO CORPORATION  
KANSAS CITY, MO., FEB. 11, 1929.

### Editor of PRINTERS' INK:

We wish to thank you for your prompt reply to our inquiry of February 5. This information will be of inestimable value to us just at this time, as also the material that will enable us to follow up in reference files of the **PRINTERS' INK** Publications as you suggest.

It is co-operation of this kind that causes the **PRINTERS' INK** Publications to stand out head and shoulders above other publications in the advertising and merchandising field.

MAJESTIC RADIO CORPORATION,  
A. E. WARR,  
Sales Promotion Manager.

## Appoint Rudolph Guenther- Russell Law

Bartlett & Gordon, Chicago investment bankers, have placed their advertising account with the Chicago office of Rudolph Guenther-Russell Law, Inc., advertising agency. Magazines and newspapers will be used.



# A Lifetime Opportunity

**"Dame Opportunity" knocks usually only once—Here's what she wants—**

A General Sales Manager and Assistant to the President.  
American born and raised.

35 to 50 years of age.

An expert Sales Manager and Executive.

Some experience in advertising and printing.

Some experience in foreign sales.

Some knowledge of finances, collections and tax law.

Mechanically inclined or versed in machinery manufacturing.

Well educated and traveled.

Not unprepossessing and happily married.

Now employed and earning not less than \$6,000 on salary alone.

Able and willing to invest enough in a well paying business to insure permanency.

A keen desire to save and prosper.

**WITTE ENGINE WORKS, Kansas City, Mo.**



## I FEEL GREAT!

Because when I look into the **STANDARD ADVERTISING REGISTER**—"The Red Book"—I find what I need to know about **NATIONAL ADVERTISERS** and **ADVERTISING AGENCIES**. The **SERVICE** is dependable. By regular revisions and weekly reports it is kept to date.

**Quit Guessing—Get the Register!!**

**National Register Publishing Company**

*Eastern Offices*

245 Fifth Avenue, New York  
7 Water Street, Boston

*Western Offices*

140 So. Dearborn Street, Chicago  
1226 Russ Bldg., San Francisco

**"GIBBONS knows CANADA"**

*J. J. GIBBONS Limited Advertising Agents*

Toronto..... Montreal..... Winnipeg..... Vancouver..... Hamilton..... London, Eng.  
New York Office 2152 Grambar Bldg. Thomas L. Briggs, Manager for United States

**again in 1928**

**the nebraska farmer  
ranked first  
in total commercial  
lineage carried  
among all farm  
papers having more  
than 33.08% of their  
circulation on r.f.d's.  
—second among all  
farm papers**

**a total gain of 58042  
lines for the year**

**and this is a  
consistent gain  
over a period of years**

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## FARM PAPER SUMMARY FOR JANUARY

### COMMERCIAL ADVERTISING LINEAGE

(Exclusive of house, livestock, baby  
chick and classified advertising).

#### MONTHLIES

	1928 Lines	1929 Lines
Country Gentleman ...	59,247	51,125
Florida Grower .....	13,139	21,643
New Breeder's Gazette..	16,911	21,531
Successful Farming ...	24,525	21,117
Capper's Farmer .....	21,718	20,484
Farm Journal .....	23,155	17,396
Farm & Fireside .....	18,260	16,978
California Citrograph...	12,152	13,953
The Dairy Farmer .....	10,436	10,648
Farm Life .....	10,964	8,925
Amer. Fruit Grower...	8,518	8,441
American Farming ....	8,061	7,129
Better Fruit .....	6,423	6,973
Farm Mechanics .....	7,663	6,428
The Bureau Farmer...	7,028	6,057
Amer. Produce Grower..	5,867	4,376
Pacific Homestead ....	5,085	2,097
Farmer's Home Jour...	1,520	1,888
Total .....	260,672	247,189

#### SEMI-MONTHLIES

	1928 Lines	1929 Lines
Dakota Farmer .....	31,644	39,209
Missouri Ruralist ....	23,897	30,563
Okla. Farmer-St'kman..	25,567	29,465
Hoard's Dairyman ....	27,134	27,276
Southern Ruralist .....	23,959	24,186
Farm, Stock & Home...	23,141	23,022
Montana Farmer .....	20,974	22,204
Southern Agriculturist..	21,792	20,312
The Illinois Farmer...	21,907	20,290
Southern Planter .....	18,175	19,216
The Florida Farmer...	10,853	13,538
Western Farm Life.....	14,125	13,313
Utah Farmer .....	12,928	10,806
S. D. Farmer & Breeder	11,273	7,431
Southern Cultivator ...	7,086	7,232
The Arkansas Farmer..	5,450	6,462
Modern Farming .....	7,702	6,035
Assoc. Arizona Producer		5,197
Missouri Farmer .....	5,516	4,208
Iowa Farmer & Corn		
Belt Farmer .....	7,251	3,343
Total .....	320,374	333,308

A Standard Farm Paper

Serving the  
Most Prosperous---



A Modern Quality Farm  
Magazine Geared to 1929  
Agriculture Serving the most  
prosperous Section of the  
Farming Industry

Breeder's Gazette Carried  
February, 1929

**30,059 Lines**

Exclusive of live stock ad-  
vertising

**Gaining 7,834 Lines**

over February, 1928

Together with

**A Gain of 46,515 Lines**

of commercial advertising in  
1928 over 1927 this proves  
increasing advertising recog-  
nition.

**The New  
BREEDER'S GAZETTE**

Purebred Record Building

Union Stock Yards Chicago

Representatives:

STANDARD FARM PAPERS  
Chicago

WALLACE C. RICHARDSON  
250 Park Ave., New York City

## ...and where is the sales manager for this job?

A NEW, aggressive company . . . adequately financed, manufacturing an exclusive, patented electrical advertising medium...keenly needs a sales manager who can himself sell the service to an Advertiser in one interview; and who can rapidly find, train, and bring to full production a crew of men sufficient to put the thing on a national basis.

Unless the man has already shown record-breaking capacity in such work, we are not interested in him. And, unless he is already capable of earning more than \$10,000 a year elsewhere, he will not be interested in the opening . . . We realize that he will be unusual in nearly every way...but so is the opportunity. It offers not merely employment, but an assured business future.

Address "Z.," Box 264, Printers' Ink.

## ADVERTISING SALESMEN WANTED

Manufacturer of Lithographed Metal Signs, Highway Bulletin, Merchandising Displays and devices, forty years in business, rated AA A-1. Has a few large city openings for capable salesmen. Advertising experience and knowledge of lithography desirable but not requisite to favorable consideration. These openings offer permanent employment and earnings commensurate with ability and effort to the men who can qualify. Give age, present earnings, business references. Personal interview will be arranged and all correspondence treated strictly confidential. Address "A," Box 265, Printers' Ink.

### WEEKLIES

(Four Issues)

	1928	1929
	Lines	Lines
Nebraska Farmer .....	45,883	53,102
The Farmer .....	45,680	49,032
Rural New Yorker....	43,683	46,224
Wallaces' Farmer .....	42,372	45,941
Prairie Farmer .....	42,821	45,901
Iowa Homestead .....	39,480	†44,535
Pennsylvania Farmer..	38,732	43,198
Ohio Farmer .....	37,700	42,156
Michigan Farmer .....	36,738	41,209
Kansas Farmer, Mail		
& Breeze .....	36,892	40,776
Farm & Ranch.....	34,968	38,306
Pacific Rural Press...	36,385	36,786
New Eng. Homestead..	31,996	36,462
Progressive Farmer &		
Farm Woman .....	36,864	36,024
Wis. Agriculturist ...	32,899	35,199
Wisconsin Farmer ...	31,159	†34,198
The Farmer's Guide...	33,663	33,489
California Cultivator ..	27,339	31,128
Amer. Agriculturist ...	26,652	29,046
Washington Farmer ...	26,234	†27,068
Idaho Farmer .....	24,760	†25,345
Oregon Farmer .....	26,107	†25,162
Dairymen's League		
News .....	10,020	10,465

Total ..... 789,027 850,752  
†Five Issues

### FARM NEWSPAPERS (Five Issues)

	1928	1929
	Lines	Lines
Kansas City Weekly		
Star .....	†39,217	39,773
Dallas Semi-Weekly		
Farm News .....	†20,012	†15,075
Memphis Weekly Com-		
mercial Appeal .....	19,490	9,156
Atlanta Tri-Weekly		
Constitution .....	14,320	7,998
Atlanta Tri-Weekly		
Journal .....	14,883	7,062

Total ..... 107,922 79,064  
†Four Issues

Grand Totals ..... 1,477,995 1,510,313

(Figures compiled by Advertising Record Company.)


### Advanced by Bayless-Kerr

R. S. Rimanoczy, account executive of The Bayless-Kerr Company, Cleveland, advertising agency, has been elected secretary.

619,147) 3.00000000

\$4.85

*Lowest Milline Rate*



4.85 the present milline rate of Southern Agriculturist, is the lowest in its history, and much the lowest of any farm paper in the South.

Starting the year with 619,147 subscribers (as always 100%, A. B. C.—not 90%, or even 95%), Southern Agriculturist assures advertisers a continued circulation of record-breaking totals throughout 1929.

By September, when the new advertising rate already announced becomes effective, this circulation, including Texas, will have reached such proportions that the average milline rate for the entire year will be attractively low.

Keen advertising agencies, knowing the value of Southern Agriculturist as an advertising medium, will note and interpret these facts as an outstanding opportunity to advance the interests of their clients.

## SOUTHERN AGRICULTURIST

*"The Giant of the South"*

B. KIRK RANKIN, Publisher

RIDDLE & YOUNG COMPANY, Special Representative

Chicago New York Kansas City Des Moines San Francisco

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George F. Russell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
ROY DICKINSON, Associate Editor  
ALBERT E. HAASE, Associate Editor  
BERNARD A. GRIMES, News Editor

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H. M. Hitchcock	Eldridge Peterson
Thomas F. Walsh	Don Masson
H. W. Marks	Rexford Daniels

A. H. Deute, Special Contributor

Chicago: G. A. Nichols  
Frederic W. Read

London: Thomas Russell

NEW YORK, FEBRUARY 21, 1929

## Once Again! The Summer Slump

It will not be long before sales executives again start paying attention to methods of avoiding, or lessening the effect of, the summer decline in business. To these executives we should like to present a list of "don'ts" for them to observe when working on this problem. Here is the list:

1. Don't get the idea that the summer slump is a state of mind. It is an actual condition—ruled by the thermometer—and cannot be ridiculed away.

2. Don't close your mind to the fact that for certain products a summer slump is inevitable. If yours is one of these, do what you can to keep it going and then think about the possibilities of adding a summer seller to your line.

3. Don't overlook the chances of

getting business from resort sections—it might be worth while to take some salesmen off their regular territories and have them concentrate on resort business.

4. Don't disregard special summer outlets—these, of course, include those outlets found in strictly resort sections and other outlets such as roadside stands, gasoline stations and auto camps.

5. Don't try to make salesmen believe that 98 in the shade is not to be given a second thought—the human body wasn't made to operate at high speed during the dog days. It requires special stimulation to keep going and wisecracks are not effective hot weather stimulants.

6. Don't try to make dealers believe that mercury boiling in the thermometer cannot possibly have any effect on sales. The dealer located on the sunny side of the street knows differently.

7. Don't get the idea that you can let down on your advertising and expect your salesmen and distributors to make up for the weakened sales attack. Advertising doesn't suffer from high temperatures—humans do.

We presume the list ought to be extended to the conventional ten or dozen. It could very easily. But if those seven "don'ts" are observed in any general way, the others won't be needed.

## Is This Girl Wasting Her Trained Brain?

Dr. William Lowe Bryan, president of the University of Indiana, had occasion to call at the L. S. Ayres department store during a recent visit to Indianapolis. While there he encountered one of his university's girl graduates of last year who was working as a saleswoman. "I couldn't get a school," she explained, "and so I came here."

Replied Dr. Bryan:

"You may learn as much, teach as much, do as much good and have as good a profession here as in the schoolroom."

And of course he is right. Business needs brains, trained minds, as never before, and offers rewards correspondingly great.

It used to be that business, so called, was beneath the dignity of the college graduate. He had the attitude of a professional man who recently said to an advertising man in Dr. Bryan's hearing: "You have too much brains to waste in business; enter one of the professions."

We always have had a more or less furtive idea that there is no job anywhere at all worth while for which any man in the world has too much brains. And now, fortified by the opinion of this eminent Indiana educator, who declares that "no profession demands more brains than business does," we make bold to proclaim our thought. We might even add that business is second only to the college and university as a *developer* of brains, and Dr. Bryan fully agrees here also. "No one thing does more to keep men wise and even sane," he says, "than making a living in a world that is merciless to those that ignore its realities."

This growing recognition of the need of brains in business—and the eager willingness of the universities to develop them for that purpose—go to make up a combination that can hardly help being hugely beneficial to all concerned. Business, after all, is the force that makes it possible for the scholar to work within his cloistered confines. His equipment, his buildings, and even his books, must be paid for in *money*. Money, even though it may be regarded only as a symbol of achievement, comes only through the successful operation of business. An alliance for mutual good, as it were.

We do not know the young woman, disappointed in her pedagogical aspirations, who has gone to work for Mr. Ayres in his big store. But we venture to predict that if she will exert the full force of her trained mind in that business she will gain eminently satisfactory dividends, more money than could be yielded by the teaching profession (if money is an object), and the opportunity of performing the same high grade of useful, constructive service which is the main part of the teacher's compen-

sation. Business is the force that pays the world's way; he or she who brings brains and devotion to it is therefore having no mean part in helping the world to progress.

### A New Industry?

A few years ago the fish industry was practically revolutionized by the introduction of a new package idea which made it possible for the salt-water fishing companies to extend their markets far inland. The effects of this idea have been far-reaching and a new activity has come to an almost stable industry.

The present winter has seen the introduction on a large scale of something which promises to revolutionize the canning industry. This is frozen fruit.

Fresh fruit, so PRINTERS' INK is informed, is prepared at the source by mixing the fruit with a certain amount of sugar. This is then frozen and shipped north where it is gradually defrosted and then put on the market. Little has been heard about frozen fruit up to the present time because none of the companies engaged in selling this commodity has been able to get far enough ahead of demand to invest money in advertising. The product is now being sold in chain and independent stores in a number of cities, however, and it is only a matter of time, according to men who are engaged in the business, before it will be advertised extensively.

The possibilities of this new product are remarkable. Right now, we are informed, frozen grapefruit is being shipped into the New York market to compete with the fresh products at the height of the season. One of the largest container companies has already made plans to supply packers with a special type of carton which is quite different from anything this company has made up to the present time.

The industries which may be affected by this new commodity are many. There is, of course, the canning industry and those manufacturers who furnish it with its



supplies. Railways must study the shipping of frozen fruit and manufacturers of refrigeration equipment are already laying plans to meet what promises to be a new demand for their product.

PRINTERS' INK, of course, is interested primarily in the advertising possibilities of frozen fruit. Experience has shown us that no new idea of this kind really gathers momentum until it has been advertised and to those companies which are now engaged in the packing, shipment and sale of frozen fruit we offer a friendly word of advice.

Now is the time to advertise. Perhaps demand is ahead of supply but eventually supply always catches up with its famous cousin. The real groundwork of advertising should be done before the supply exceeds the demand. Some of our most successful advertisers of today got their start on the road to success because they believed in advertising even though they could not fill orders.

The success of any new product depends partly upon education. The time to begin the educational process is when the product is first going on the market. This is as axiomatic as any of the Euclidian favorites.

### **Trickery Must Lose Out**

E. C. Sams, president of the J. C. Penney Company, has a phrase which bears the stamp of novelty. "Out-tricking the customer" is his way of describing the methods of chicanery indulged in by a selling organization when it succeeds in persuading a customer that its product is something that actually it is not. The phrase seems to infer that the customer is aware of the fact that perhaps he can trick the seller into accepting a smaller amount in payment than the article is actually worth.

It is not to be wondered at that the customer feels that way. From the days of barter and before, he has known that sharp practices were required of him if he were to succeed in the job of acquiring what he and his family needed for

sustenance. It was always a "hoss-trade" and rare was the occasion when one party to the trade was not out-tricked.

But there is good reason to believe that modern selling methods are disarming the customer—making him less suspicious. Mr. Sams insists that his own organization must recognize the mutuality of a business transaction. This insistence in itself gives Penney's customers confidence in what they buy.

All advertising should promote such confidence. The fact that it does not—so far—is not an indictment of advertising but of those who are not possessed of an ethical and honest standard of business conduct. It will be some time before charlatanry is remembered only because of its historic aspects.

Let us remember that advertising is not intended to aid in "out-tricking the customer," but in promoting a better understanding between buyer and seller and thereby in fostering better and stronger business relations.

### **New Accounts for F. J. Low Agency**

The Handy Products Company, manufacturer of adjustable casserole holders, and Dr. M. J. Rush, dermatologist, both of New York, have appointed the F. J. Low Company, Inc., New York advertising agency, to direct their advertising accounts. Newspapers will be used for the account of Dr. Rush.

### **D. J. Crimmins with "Woman's World"**

David J. Crimmins, formerly with the New York office of *Smart Set*, and at one time with the Newell-Emmett Company, Inc., of that city, has joined the Eastern office of *Woman's World*, Chicago.

### **F. B. Hicks Joins Walter B. Snow Agency**

Frederick B. Hicks, formerly sales promotion manager of the Eaton, Crane & Pike Company, New York, has joined Walter B. Snow and Staff, Inc., Boston, advertising agency, as an account executive.

### **Roy Dickey with McJunkin**

Roy Dickey, for three years with the copy staff of the John H. Dunham Company, now the Dunham-Lesan Company, Inc., Chicago advertising agency, has joined the copy staff of the McJunkin Advertising Company, also of that city.



## Newell-Emmett Company

*Incorporated*

*Advertising · Merchandising Counsel*

40 EAST 34TH STREET

*New York*

AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS

### CLIENTS

Liggett & Myers Tobacco Co.

Western Electric Co.

Snider Packing Corporation

Loose-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap  
and Glycerine Producers

National Bank of Commerce  
in New York

**"NOT HOW MUCH, BUT HOW WELL"**

# Advertising Club News

## The Day of Hunches in Advertising Is Past

Ever-changing conditions in the advertising business make it necessary for the advertising man to keep constantly informed of business conditions. This was the basis of a talk by Allyn B. McIntire, director of sales development of the Pepperell Manufacturing Company, before a recent meeting of the Advertising Club of Boston.

"The day of hunches is past," said Mr. McIntire. "You must be guided by facts today. No longer is it possible to use the gags and the headlines and the appeals you used last year. This is a new year—every day is new."

In order to get the facts, he said, it is necessary to get out into the trade, to read, to study and to listen to the advice of the leaders in the industry. If the actual leaders of the trade cannot be heard, he suggested, the trade magazines should be read, as in them are good sound business articles which are written by men who know what they are talking about.

\* \* \*

## H. T. Stanton Named Program Chairman

Henry T. Stanton, vice-president and manager of the Chicago office of the J. Walter Thompson Company, Inc., has been appointed chairman of the program committee for the American convention of the International Advertising Association, to be held at Chicago in May. While the membership of this committee is not yet completed, other members include Albert W. Sherer, vice-president and co-manager of the Chicago office of Lord & Thomas and Logan; A. Earle Bryson, vice-president and advertising manager of Halsey, Stuart & Company, Chicago; and N. W. Barnes, director of the Bureau of Research and Education of the International association.

\* \* \*

## Milwaukee Clubs Sponsor Advertising Course

The Advertising Club of Milwaukee, the Milwaukee Association of Industrial Advertisers and the Milwaukee Women's Advertising Club are jointly sponsoring courses in advertising at Marquette University, at that city. R. A. Wright is chairman of the co-operating committee, which will furnish speakers. Other members of the committee are H. F. Boerner, Forrest Webster, Oscar Dahlman, Helen Baldauf and Gretchen Schoenleber.

\* \* \*

## Made Director of Dallas League

Ira DeJernett, advertising manager of the Employers' Casualty Company, has been elected a member of the board of directors of The Dallas, Tex., Advertising League to fill the vacancy caused by the death of Frank Everts.

## Tells What Trade Associations Can and Cannot Do

Trade associations and the benefits that their development has brought to business through the fostering of confidence among competitors was the subject of discussion at a meeting, last week, of the business paper group of the Advertising Club of New York. The speaker was Dr. Hugh Baker, manager of the trade association department of the Chamber of Commerce of the United States.

If the rules of the road are followed, said Dr. Baker, trade associations can continue to do a beneficial work for industry. These rules provide that trade associations cannot fix prices, they cannot allocate territory, they cannot set up a black list, and they cannot agree on fixed costs. They can gather facts, but they cannot interpret them for the industry.

It was also stated that there are opportunities for very much greater co-operation between business papers and trade associations in the work of research for and the education of industry. Dr. Baker cited one instance of this need of research in its particular relation to advertising. The instance concerns an industry which is engaged in raising \$1,000,000 for four years for advertising purposes when that industry is not ready to advertise. There are many problems within the industry, he said, which, if not straightened out, will seriously handicap an effective working of advertising. To advertise under such circumstances, in Dr. Baker's opinion, risks the continued faith of members of the industry in the benefits of advertising.

\* \* \*

## Milwaukee Bureau Starts Campaign Against Racketeers

The Milwaukee Association of Commerce and the Better Business Bureau have started a drive against fraudulent directories and other racketeering advertising activities. A. M. Candee, advertising manager of the National Enameling and Stamping Company, and chairman of the Better Business Bureau, is directing the campaign.

\* \* \*

## John Stowell Heads Aurora, Ill., Club

John Stowell has been elected president of the Advertising Club of Aurora, Ill. G. W. Baxter was made vice-president; C. L. Ferrin, secretary and Michael Pasnick, treasurer.

\* \* \*

## Portland Club Elects Director

Robert R. MacKean, sales manager of the Knight Packing Company, Portland, Oreg., has been elected a director of the Advertising Club of Portland. He succeeds H. C. Hodgkins, resigned.

## Earl Lines Again Heads Fifth District

Earl Lines, advertising director of the Leonard Refrigerator Company, Grand Rapids, Mich., was re-elected chairman of the Fifth District of the International Advertising Association, at its convention held last week at Dayton, Ohio, in conjunction with National Committee No. 6.

E. P. Corbett, of Dayton, was elected vice-chairman; Miss Harriet Goodsite, Toledo, secretary; and Fred Gage, Battle Creek, Mich., treasurer.

Of the 400 registrants for the two-fold meeting, approximately 100 were enrolled for the sessions of the national committee on the co-ordination of advertising and selling. The sessions of the committeemen covered plans for increased co-ordination in every phase of business.

Although it was announced on the first day of the convention that Huntington, W. Va., would be the meeting place of the Fifth District next year, it was later decided, when put to a vote, that Battle Creek, Mich., will be the convention city in 1930.

\* \* \*

## W. H. Keenan Heads Advertising Golfers Association

W. Hubbard Keenan has been elected president of the Advertising Golfers Association, San Francisco. Norman Rushton has been made secretary and Lewis W. Clark, treasurer.

A series of eight tournaments is planned from March to October, 1929, with the June tournament to be held in conjunction with the convention of the Pacific Coast Advertising Clubs, and the October tournament in connection with the convention of the Pacific Advertising Agencies Association.

\* \* \*

## A. R. Magee to Direct Program for Newspaper Executives

Alvin R. Magee has been appointed chairman of the program committee for the annual convention of the International Association of Newspaper Advertising Executives which will be held at Chicago, from May 14 to 16. He is advertising manager of the Louisville, Ky., *Courier-Journal and Times*.

\* \* \*

## Poor Richard Club to Sail on "S. S. Berlin"

The delegation to the International Advertising Association convention from the Poor Richard Club of Philadelphia will sail from that city on the *S.S. Berlin* on July 24. Theodore E. Ash is chairman of the On-to-Berlin Committee, which is arranging for the trip.

\* \* \*

## Alpha Delta Sigma to Meet

The University of Kentucky, Lexington, Ky., has been selected as the meeting place of the 1929 Grand Chapter convention of Alpha Delta Sigma, professional advertising fraternity. The convention will be held early in the fall.

## Capper Heads On-to-Berlin Convention Committee

Senator Arthur Capper, president of the Capper Publications, has been appointed chairman of the On-to-Berlin Committee of the International Advertising Association.

Charles C. Younggreen, president of the I. A. A., is at present in Berlin, holding conferences with various foreign committees. At a meeting with Etienne Damour, president of the Continental Advertising Association, and members of the international committee, attendance anticipated at the convention was estimated as probably being about 5,000. Indications, based on registrations and the figures of the London convention, point to an attendance of well over 2,000 from the Americas.

Many messages of welcome to the delegates have been received from foreign officials, among them a statement from Dr. Gustav Stresemann, Minister of Foreign Affairs for Germany.

\* \* \*

## Credits Advertising for Printing Improvements

The somewhat hard-boiled manner in which advertising people insist on getting what they want, according to George W. Speyer, technical production manager for the J. Walter Thompson Company, Inc., Chicago, is responsible for the fine, clean printing jobs of this day as contrasted with the unattractive jobs of but a few years ago. Speaking at last week's meeting of the Women's Advertising Club of Chicago, he stressed the need for iron-clad production rules.

"If you want definite production results," he said, "give definite instructions. Don't expect to leave half the decisions to your printer, then always be satisfied with the work he turns out. The printer wants your business, and in trying to be diplomatic will sometimes pay more attention to your personal whims than to what he knows is best."

\* \* \*

## Urges Campaign for Truth in Social and Political Problems

More truth concerning important social and political problems is needed in this country in the opinion of Dr. John A. Lapp, head of the sociology department of Marquette University, Milwaukee, who addressed a recent meeting of the Ad-Sell Club of Omaha, Nebr. He pointed out there have been campaigns for truth in advertising and truth in selling, and proposed a campaign for truth about social problems and public affairs which often have a direct influence on advertising and selling.

Men who have a high sense of truth-telling in private affairs, Dr. Lapp said, and who will not gossip, have no such sense of honor when it comes to the discussion of public questions and public men. As public affairs often govern the affairs of business, he contends that it is important to have the value of truth realized in those fields also.

# The Little Schoolmaster's Classroom

THE quick succession of improvements in many industries has led to many problems. We have been accused as a nation of creating quick obsolescence as a sales device to keep factory wheels turning thus leaving customers with outmoded models. This problem has been especially acute in the radio field, where improvements and new models come along at breakneck speed. The Schoolmaster is inclined to believe, because of a recent experience, that one market for old models has been somewhat neglected in the rush to sell new ones.

In the big city hospitals the older type of battery set seems to receive better than the newer "plug-ins." Especially is this true at times when the X-Ray machines and other modern medical electric equipment is being used. Ear phones, for obvious reasons, are more popular in most hospitals than loud speakers. Several of the most modern hospitals in the big cities could use a number of the older type of battery machines equipped with ear phones. The Schoolmaster knows of one hospital where six such receiving sets were purchased in one week recently by a superintendent.

In many industries the race to sell new models has blinded executives to the important market for older models, so often overlooked in a fast moving business. Perhaps the radio makers are overlooking a market which could absorb a considerable amount of merchandise.

There may be a new copy angle for some cigarette manufacturer to be found in the proceedings of the Smokers' Congress recently held in France. The lack of finesse of certain smokers was freely criticized by delegates. According to press reports, the only two women delegates present listened in silence while male speakers announced what is wrong with women smokers. They don't ask permission to

light up, said the critics, nor do they trouble to ask, in public places, whether or not they will annoy non-smokers. They not only let their smoke blow where it will, according to these critics, but also scatter their ashes with reckless abandon.

The Schoolmaster wishes that some cigarette company would warn all men as well as women against the nefarious habit of dropping ashes and still lighted butts into butter plates at banquets and dinners, as well as against the other bad habits of some careless cigarette smokers. Now that one cigarette company has offended the whole candy industry, perhaps much needed good-will could be built up by some cigarette advertiser who would remind his customers of good smoking manners.

\* \* \*

Members of the Class have been told time and again all about the evils of super-advertising, pseudo-scientific copy, and what might best be characterized as plain advertising bunk. Perhaps the subject is becoming rather trite; certainly it would seem as though little that is new remains to be said. But read the following paragraph:

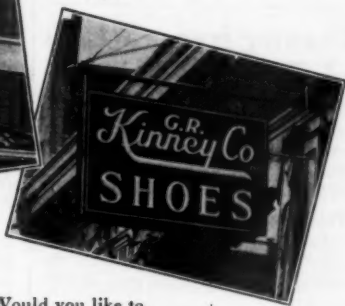
"We Americans often look like awful fools to ourselves as well as to the rest of the world, but our public has proved again and again that it is a pretty shrewd and intelligent organism, with constantly rebounding ability to amend its own follies and blind faiths and ultimately come to sound judgment and reasonable opinions. Just as soon as the public begins to notice that it is getting an overdose of bunk, that right opposite the page where an honest manufacturer is telling the truth another page is flaunting the undying affection of some celebrity for a product which he had hardly heard of until the advertiser bought his name, then let the advertiser beware, because the flood picks up both the saint and

# emphasizing

## GENERAL ELECTRIC Refrigerators

... the  
place to buy

TO secure the strongest "cash-in" between your national advertising and local sales, use Flexlume Electric Displays to display your trade-name or mark over dealers' doors. These prominent and impelling day and night electric signs say most emphatically "buy it here," completing the job that national advertising can only begin.



*Sales and Service  
Offices in Chief Cities  
of U. S. and Canada*



*Factories at  
Buffalo, N. Y., and  
Toronto, Can.*

Would you like to learn how really economical the Flexlume idea is when incorporated in your sales or advertising budget? Just ask us for details of the plan for focusing advertising influence onto local sources of sale or service.

**FLEXLUME CORPORATION,**  
2058 Military Road, Buffalo, N. Y.

**FLEXLUME ELECTRIC DISPLAYS**  
TUBE—GLASS LETTER—EXPOSED LAMP—COMBINATIONS

## Sales or General Management Executive (available May first)

Splendid record in sales and organization accomplishment. Now near top rung ten million dollar corporation, having climbed from bottom rung.

### A PRODUCER

who has been responsible for policies and merchandising plans with positive ability to carry them through.

A practical, enthusiastic, tireless worker. Energetic physically, mentally, and with capacity for breeding cooperation, loyalty and results.

### KNOWS THE COUNTRY

having traveled extensively from coast to coast, and has a clear understanding of all business.

Age forty-one, vigorous and in perfect health. Young enough to progressively work out ideas; mature enough to have ripened judgment through experience.

Gilt-edged character and performance credentials. Interview if possible last February early March.

Address "C," Box 267, care of Printers' Ink, 231 So. La Salle St., Chicago, Ill.

## Drawing from a Wealth of Executive Ability—

Manufacturers in various industries, advertising agents and other subscribers to PRINTERS' INK, used 988 "man wanted" advertisements in 1928.

This advertising is evidence of the value of PRINTERS' INK as a medium through which to reach the selling and advertising men of this country.

When looking further than your own organization for the *one* man to fit into some highly responsible and creative position, an advertisement in PRINTERS' INK is apt to prove most satisfactory, judging from the experience of others who have used our advertising pages with marked success.

**Printers' Ink**  
185 Madison Avenue  
New York City

the sinner as it sweeps along."

Isn't that a compact summary of the entire case against advertising bunkum? It is taken from Howard W. Dickinson's new book, "Crying Our Wares," published by The John Day Company, Inc., New York. And it offers an excellent example of how Mr. Dickinson, with true advertising skill, has compressed a plethora of information regarding advertising's past, present and future into a book that is by no means of formidable size.

Mr. Dickinson, the Schoolmaster, is pleased to remark, is a frequent contributor to PRINTERS' INK and five chapters of his book appeared in these pages prior to the book's publication.

\* \* \*

The amateur movie machine is a fairly recent development, so far as practical use of it by the rank and file of the public is concerned. Yet the advertising agency business, in at least one instance, has found a way to put it into service.

This particular instance, of which the Schoolmaster was informed by a member of the Class who lives in Chicago, concerns an advertising agency in that city. This agency was called in by one of the country's largest automobile tire manufacturers to make a survey of rubber-tire buying habits. When its report was submitted it came not only in the conventional neatly bound typewritten affair but in two reels of film that members of the agency's research staff had taken.

There was an outstanding advantage in this idea that may interest other agencies. That advantage was that the attention of the executives of the company for whom the report was made was concentrated on it all at one time. (Many agencies know to their own sorrow that all too frequently research reports are not fully read and digested by the persons who pay for them.)

This particular agency, the Schoolmaster learns, has tried this idea of motion pictures as part of other research reports. The results, however, have not been as satisfac-

Reach  
for a  
Luck  
instead  
of a  
sweet.

©1929, The  
American  
Tobacco  
Co., Minn.



**"By Joe!  
it's good to  
smoke Luckies."**

*Felix Count Luckner*

"Lucky Strikes? By Joe, yes. Let me tell you. I was cruising in my raider in the South Pacific. It had been damp, rainy weather and every bit of tobacco we had on the ship was mouldy and could not be smoked. We began to be desperate. The men were—what you call—grouchy. Along came an American ship. We captured her and after taking the captain, officers and crew aboard my raider and finding comfortable places for them to stay, I and my officers went over to the captured ship to see if there was anything aboard her that we wanted. We searched her. And what do you think? Under the cushions of a seat in the captain's cabin we found 500 packages of Lucky Strikes! I tore off the end of one and lit it and filled my lungs with it, and By Joe, I was a man again. We had enough for all the crew and we were all cheered up and we all became friends once more. By Joe, I was sorry to sink that American ship that had brought us those smokes. Lucky Strikes, they are wonderful, and my Countess, of course, wishes a fashionable, slender figure. She smokes Lucky Strikes when she is offered fattening sweets. And my life has always been an active one and I must be trim and fit. I love to feel what you Americans call 'peppy.' So no sweets for me. Give me a Lucky Strike instead. By Joe, it's good for us to smoke Luckies."

COUNT FELIX VON LUCKNER

#### "THE SEA DEVIL"

Germany's greatest war adventurer, who never killed an opponent, the most romantic and mysterious figure on the side of the Central Powers in the World War.

**Note** : Authorities attribute the enormous increase in Cigarette smoking to the improvement in the process of Cigarette manufacture by the application of heat. It is true that during the year 1928, Lucky Strike Cigarettes showed a greater increase than all other Cigarettes combined. This confirms in no uncertain terms the public's confidence in the superiority of Lucky Strike.

**"It's toasted"**

No Throat Irritation—No Cough.

Reach  
for a  
Lucky  
instead  
of a  
sweet.



©1929, The  
American  
Tobacco  
Co., Mfrs.



## WANTED

### Advertising Man

For position as assistant advertising manager with nationally known concern. Man must be between ages of 25 and 30. Must have had at least two years' experience in advertising department of manufacturer selling thru dealers nationally. Must be able to create, write copy, and completely produce dealer helps. Must be a man of sound judgment with merchandising ideas and the ability to think straight and clear through on advertising and sales propositions. Salary \$3,600 to start. Excellent opportunity for advancement. Position is in Eastern city of 36,000 population. Only those answering all the above qualifications need apply. Apply in writing, stating facts regarding present and past connections, to "H.," Box 121, Printers' Ink.

---

## Advertising Representative and Territory Manager

**D**ESIRES to negotiate with publisher of well-known trade papers regarding worth-while connection.

Experience embraces more than fifteen years in trade paper and newspaper fields—backed by a number of years of sales work with large manufacturing interests.

Now operating, but seeks an arrangement affording a wider scope of activity.

Has covered the Eastern, Central West and Pacific Coast territories.

The proposition and arrangement must be attractive and present future possibilities.

Available about March 10th. Age 40 years. References.

Address "T," Box 119, care of Printers' Ink, 231 South La Salle St., Chicago, Ill.

tory as they were in the first experiment. The subject of that first research—buying habits—it seems, lent itself naturally to the movie idea. If any conclusion can be drawn thus far on the use of movies by agencies, it is that it all depends upon the subject.

\* \* \*

In certain localities, independent retailers are being hard pressed by chain-store competition. That is why anti-chain legislation is being turned to as a last desperate measure. The Schoolmaster has stoutly maintained, however, that legislating a competitor out of business is not only poor sportsmanship but also poor business tactics. In fact, he might digress long enough to remark that the two are usually synonymous—there is a close relationship between good sportsmanship and good business.

A better method is for the independents to get together and do things which the chains cannot or will not do. For example, the independent grocers of Des Moines, by making their service increasingly attractive, have reduced the number of chain stores from 100 to sixty. Among other things, these grocers maintain a baby health clinic which is open every afternoon. It is under the direction of a baby specialist. Service of this kind represents competition which the chains find it difficult to meet.

\* \* \*

The Schoolmaster had lunch the other day with the branch manager of one of the large companies in the office appliance field. This manager, during the conversation, brought up a point with regard to employee stock ownership which has not received the discussion in print to which its importance entitles it. He said:

"The common stock of our company has had a phenomenal rise during the last five years, and especially during the last year and a half. An investment of \$1,000 made five years ago is worth over \$4,000 today. Most of the employees had implicit faith in the future of the organization and



there is scarcely a man on the staff holding a position of any responsibility who has not bought as much of our common stock as he could. The more daring bought on margin.

"Now it is a peculiar fact, and yet one which I think every sales manager will verify, that salesmen, as a class, are willing to take greater chances than men engaged in most other types of business activities. Whether it is because selling attracts that type of individual, or whether it is because the work itself contributes to that frame of mind, I am not prepared to say. I simply know that salesmen seem usually to be willing to take longer chances than most other men.

"As a consequence, a number of our salesmen bought our common stock on margin. Some of them have enormous profits—running over \$100,000. Others have made enough to buy outright the stock they formerly held on margin. Now this is the hitch: Every one of the salesmen who made big profits is letting up in his sales work. The others, who have been enabled to buy outright the stock previously carried by a broker on margin, feel that their futures are assured—that they have no more financial worries. These salesmen have also slowed down considerably. The increases in sales which we are showing monthly are traceable almost entirely to our new men."

In a recent talk, Alfred P. Sloan, Jr., president of General Motors, dealt with this same phase of stock ownership by employees. However, Mr. Sloan expressed himself as being entirely unconcerned. He left no doubt in the minds of his listeners that he did not "view the situation with alarm." On the contrary, he declared that, in his view, "The problem is no different from any other problem. It is a matter of proper procedure. Further, to my mind, instead of having a tendency to lower the efficiency of the organization it has, if properly dealt with, the contrary effect, viz., of stimulating the business to a higher standard of achievement. . . . I repeat that the organization is entitled to partici-

## Opportunity For A Real Advertising Salesman

One of the best known and successful business paper publishers has an opening in New York City for a man who can come close to the following qualifications.

1. A real salesman. Not a high pressure "one timer," but one who can get matters to a head quickly and obtain decision with a minimum of call backs and "beating around the bush."
2. One who is willing to *work* enthusiastically—make calls—think constructively so as to make his calls count.
3. Pleasing appearance and personality. The sort of man we will be glad to live and work with. Good habits and clean living, of course.
4. A thorough foundation in advertising. Business paper experience not essential. But a man who appreciates the real power of good advertising and has made a study of it.
5. Creative ability sufficient to plan constructive campaign suggestions. Ability to rough out copy and layout would help. (If you have any examples of such campaigns you have helped to plan, send them along. They will be returned.)
6. A past record that indicates a plugger and a sticker. Not a floater.

If you come close to these requirements, especially the first two, we would like to hear from you. Replies held in strict confidence. Give full details as to past experience, connections, types of accounts handled, agency acquaintances, full personal specifications, and your financial set-up. Our plan is straight salary with bonus possibilities when earned.

Address "G," Box 120  
PRINTERS' INK

## Can your products be used as premiums?

A successful premium Sales Manager is now in a position to take on representation for one or two additional manufacturers who seek volume premium business. Now directing premium activities for several nationally known concerns . . . . .

Correspondence is invited only from responsible manufacturers whose goods are adapted to premium use.

**CHARLES P. HOLLAND**  
903 Woolworth Building, New York

*For over 20 years the largest mercantile and publishing houses using premiums have purchased goods through this office.*

### Advertising Secretary With Managerial Ability AVAILABLE

Here is a person of extraordinary loyalty, intelligence and integrity. She works everlastingly, with complete devotion to the interests of the company with which she is associated. She knows the advertising agency business inside out, manages people without friction, writes her own letters, and is incidentally a fast and accurate stenographer and typist. Present salary \$50.00. This young woman is available only because the agency executive with whom she has worked for nine years has changed his job. He is writing this for her, she being too modest to do herself justice, and if you phone him at Vanderbilt 7364 he will tell you all about her. Or write, "D," Box 268, Printers' Ink.

### Experienced Visualizer Wanted

A large New York advertising agency is looking for a man with creative and executive ability to direct the art work on a number of important accounts.

Address "V," Box 261, care of Printers' Ink.

pate in the results of the business, the success of which they themselves create. I am convinced that in General Motors it will have the effect of a constant stimulation of our activities, and in the maintenance of our efficiency."

\* \* \*

"The gift without the giver is bare." W. T. Grant, chairman of the board of the company bearing his name, expresses the same thought, translated into term of employee relations, when he writes the Schoolmaster as follows:

"So long as a person has an attitude of friendliness and co-operation with the employees it is bound to make itself felt. Through some medium it filters down through the organization. Each individual has his own particular way of expressing it. The main point is that the right attitude must really be there."

### Join CAMCO Subsidiary

J. F. Moran, formerly general manager of the Mayo Radiator Corporation and sales and advertising manager of the Marlin Firearms Corporation, New Haven, Conn., has been appointed district sales manager of the Automatic Merchandising Corporation of America, a division of the Consolidated Automatic Merchandising Corporation. His headquarters will be at Boston.

V. R. Rubens, formerly a chief foreign executive of the Wm. Wrigley, Jr., Company, is now a special representative in the New York territory of the Automatic company.

### To Publish Directory for Farmers

*The American Farmer's Year Book* is the name of a directory for the daily use of the farmer which will be published about June by Dr. J. A. Samuels at New York. It will contain agricultural information and will be pocket size.

### To Leave "National Retail Clothier"

Lawrence Jason has resigned as Eastern advertising manager of the *National Retail Clothier*, New York, effective April 1.

### E. A. Pivan, Advertising Manager, Shwayder Trunk

Earl A. Pivan has been appointed advertising manager of The Shwayder Trunk Manufacturing Company, Denver, luggage manufacturer.

## On Determining the Export Advertising Appropriation

UNITED STATES RUBBER COMPANY  
NEW YORK, FEB. 13, 1929.

Editor of PRINTERS' INK:

Thank you for the clipping of the article ["Determining the Export Advertising Appropriation," p. 41, January 31, 1929], which came to me with your letter.

I read the article with much interest, and I agree with your general conclusion that the "task" method of determining an advertising appropriation is a sounder one than the exclusively "percentage-of-sales" method. I feel it is always wise to keep the per cent of sales factor in the picture as a control factor—as a signal of the limit beyond which an advertising expenditure for a given period cannot soundly be permitted to go. But I do not feel it should be the sole guide to the amount to be spent for advertising in a specified territory over a specified period.

W. F. EARLS,

General Manager of Advertising.

## Clayton Magazines Purchase "Wide World Magazine"

*Wide World Magazine*, for over thirty years published by the International News Company, New York, as an American edition of the English *Wide World*, has been acquired by the Clayton Magazines, published by the Publishers' Fiscal Corporation, of that city. The transfer will probably take place with the June or July issue.

## J. S. Barlow with Glass Container Association

John S. Barlow, recently with the Stillson Press, Inc., New York, has been made advertising manager of the Glass Container Association of America, of that city. He was formerly with Frank Seaman, Inc., New York.

## Phoenix Women's Hosiery to Ferry-Hanly

The Phoenix Hosiery Company, Milwaukee, manufacturer of hosiery and underwear, has appointed the Chicago office of the Ferry-Hanly Advertising Company, Inc., to direct the advertising for Phoenix women's hosiery.

## "Western Home Monthly" Appointment

W. C. Stovel has been appointed Eastern representative of *The Western Home Monthly*, Winnipeg, succeeding Charles W. Ward, resigned.

## Jack Sughrue Joins "Pictorial Review"

Jack Sughrue, recently with *The American Weekly*, New York, has joined the advertising staff of the *Pictorial Review*, of that city.



## \$50 A MONTH

Will be the total cost of sending a first-class house organ, edited by William Feather, to 250 selected customers and prospects. Get prices for larger quantities.

Write for Samples

**The William Feather Company**  
607 Caxton Building: Cleveland, Ohio

## Publicity Director

with sound experience in the service of a great manufacturer and two industries, who has a strong newspaper and business magazine background together with some advertising training and who has advanced steadily by each of his few employment changes in 16 years out of college is ready now for another increase of opportunity. Address "X," Box 267, Printers' Ink.

## WRITING FOR REAL MONEY

This book by Edward Mott Woolley gives his intimate experiences as freelance advertising writer. Small jobs to thousand-dollar fees pioneering original copy. Gives name and price. Exploring undiscovered advertising material. Putting story lure in booklets. House-organ writing. How he found his opportunities. \$1.50 postpaid. E. M. Woolley Associates, Passaic, N. J.

## Did You Read

**PIKERS  
Keep Out**

A Message to Publishers  
in the February 7, Printers' Ink  
page 192

## Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75  
First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**Reliable Advertising Representative**  
Wanted for Eastern territory by established weekly magazine. Give references, experience and phone number for interview first letter. Box 306, Printers' Ink.

### WANTED MAIL ORDER BUSINESS WRITE PARTICULARS TO Box 303, Printers' Ink

**Editorial Representative**—on Pacific Coast with editor's viewpoint. Editor of leading business journal in furniture and decorative furnishings field, taking up residence in California, desires to act as Pacific Coast editorial representative for several magazines. Box 304, P. I.

**High Grade Monthly Publication or House Organ Wanted**—by well equipped Printing Plant in central New York. 25 to 100 thousand edition, in 2 or 3 colors—requiring exceptional typography and presswork. Can handle art work, layout and engravings if advisable. Box 998, Printers' Ink.

**Established Publishers Representatives** wanted in principal advertising centers, including Pacific Coast, to represent new trade paper in non-competitive field. Commission basis. No drawing account until relations of confidence have been established. Broadcast Advertising, 440 South Dearborn St., Chicago.

**Chicago Representative**—for group of Eastern trade papers preferably by man who can give entire time or good share, and who has office facilities. Commission basis. Two established publications, third new. Excellent opportunity. Possible arrange moderate weekly drawing against commissions if man can demonstrate ability. Box 315, P. I.

### A Good Publication

wanted by successful Publishers' Representative. Eastern Territory. Headquarters, Graybar Building, New York. At present time representing a leading class publication and will represent only one additional trade paper or mail order magazine. Give details in confidence. Box 311, Printers' Ink.

### SAVE MONEY

on your printing. Get our prices. Complete campaigns handled. Ideas created. Copy written for folders, booklets, letters, etc., 15 years' experience. Submit your problems for FREE analysis. Answer this advertisement on your letter-head, and we will send you FREE 100 business cards with your name, done in "tintography."

**CORRECT PRINTING COMPANY**  
Center and Grand Sts., New York City

### HELP WANTED

**Wanted**—Copy writer and layout man who can create and SELL Direct Mail campaigns; by progressive, well equipped printing concern located in central New York State. Box 997, Printers' Ink.

**Advertising Solicitor**—Wanted by a business paper for Southern territory. A good opportunity. Please state age, salary desired, experience and references. Box 322, Printers' Ink.

### COPY WRITER

Splendid opportunity in Pittsburgh district for seasoned copy man thoroughly familiar with steel industry. Full details of your experience will be held confidential. Box 996, Printers' Ink.

### WANTED

Chicago Company needs experienced man to sell TYPE METALS. Good opportunity for right party. Box 308, P. I.

**Production Man**—experienced, wanted to cover the advertising agency field as sales representative of printing organization; leads furnished; unusual opportunity to develop selling ability. Box 312, Printers' Ink.

**WANTED**—A young medical doctor or Bachelor of Science capable of formulating and editing medical brochure for ethical house. Part or full time. Write fully qualifications and compensation desired. Box 314, Printers' Ink.

**AN OPPORTUNITY** is available for an experienced, aggressive space salesman, to represent 2 established mechanical business papers of reputable publisher in New England territory; write giving complete background, including agency and account contracts; also age, compensation, etc., Box 307, P. I.

**Advertising Salesman**—to sell Direct Mail printing for well-known New York printer. A visualizer, copy and layout man with experience planning campaigns for clients. Wonderful opportunity to develop this department of our business. Enthusiastic young man with agency or printing experience preferred. Box 323, P. I.

### SALESMAN WANTED

for large Printing House catering to weekly and monthly publications, etc. having a most extensive and fully equipped plant for speedy and economical production. Good opportunity for right man. When writing state full particulars. Box 313, Printers' Ink.

### SALESMAN WITH GOOD RECORD

wanted by well-established lithographer to sell window displays. Must be able to create advertising ideas. Real opportunity for permanent connection.

Apply only by mail, enclosing this advertisement and giving age, education, and record in detail.

**RUSLING WOOD, INC.**  
218 William Street New York, N. Y.

## MISCELLANEOUS

**SLOGANS**—the slogan-makers' textbook: hundreds of slogans indexed and analyzed. \$1 the copy, postpaid. "Study the Secret of Slogans that Sell." Slogans, 1654A James St., St. Paul, Minn.

**WE WRITE**—fictionized articles with selling pull; advertising booklets; letters; "reader" material for house organs and dealers' helps. Samples of published work on request. Write us your needs.

Montgomery-Mitchell Service  
Post Office, Drawer J, Sandwich, Illinois

## SUB-LET FOR PUBLISHER

Front Offices, size 44.2" x 44.2", adjoining elevators. Light three sides from 12 windows. Completely furnished for publisher; March 1st possession. New building at 386 Fourth Avenue (cor. 27th St.).

SPEAR & CO., INC.  
225 Fifth Avenue Ashland 4200

## POSITIONS WANTED

**Who Needs Me!**—Graduate Fine Arts; thoroughly experienced commercial artist; business school training; business experience. Self reliant and reliable. N. Y. City only. Box 321 Printers' Ink.

## Editorial Assistant

Young woman thoroughly experienced in trade paper field seeks opportunity to demonstrate unusual ability. Box 318, Printers' Ink.

**At Liberty on Account of a Marger**—Man, 30, married. Advertising, promotion, circulation manager or assistant. If you have anything to offer communicate with Box 310, Printers' Ink.

**Candy and Novelty Buyer**—Thoroughly experienced in bar, bulk & package line—also novelties imported and domestic, seeks opportunity with chain organization. Age 35. Available March 15th. Box 324, Printers' Ink.

**Typographic Production Man**—available for advertising agency or advertising department. Thorough, competent printer, acquainted with typographic composition and arts; complete knowledge of advertising mechanics, typographic layout, and composing room practice. Employed at present but seeking wider field of activity. Box 309, Printers' Ink.

## CAPABLE EXECUTIVE

with broad, diversified experience in advertising, sales and general executive work, seeks genuine opportunity. Ten years with leading concerns as **ADVERTISING MANAGER** and **SALES-ASSISTANT**. Now employed. Fully qualified for important position. Correspondence invited. Box 316, P. I.

## COPY WRITER

### MAIL ORDER— NATIONAL ADVERTISING— AND DIRECT MAIL

Very exceptional N. Y. 4A Agency experience immediately available to concern requiring highest type ability. Box 317, P. I.

## LAYOUT ARTIST

Agency experience—lettering, typographic layouts and finished roughs. Would prefer to be assistant to an art director. New York City only. Box 999, P. I.

**SALES EXECUTIVE**—Man of sound judgment, proven and developed; extensive experience along business promotion lines; able producer of letters and sales literature; excellent correspondent; of real value to progressive concern. Residence, New York. Box 326, P. I.

**Advertising Woman**—Experience; Account executive and copy writer 4 A agency; editorial, service work, selling space, magazines; newspaper and publicity work. Exceedingly adaptable writer. Available March 1 for agency or advertising department job. Box 300, P. I.

## TRAVELING-SALESMAN—

## ASSISTANT SALES MANAGER

Acquainted drug trade most of country desires to change in March. Age thirty-six. Excellent character and ability. Reference. Travel anywhere any line. Box 305, Printers' Ink.

## FREE LANCE ARTIST

## WANTS DESK ROOM

In reputable agency in Grand Central zone. All round, experienced agency man, makes visuals, layouts, finished work. Retouch in B & W and color, good letterer, modern. Box 301, P. I.

## Europe or South America!

Artist now in Chicago. Extremely versatile, excellent visualizer and finished artist, all mediums. Knows advertising. Would sacrifice on salary for good foreign position. Box 320 Printers' Ink.

## HIGH GRADE

## DIRECT-MAIL MAN

now employed, seeks bigger opportunity. Has thorough, practical knowledge of all phases of direct-mail advertising. Knows how to get results. Capable copywriter and visualizer. Agency and printing experience. Best references. Box 302, P. I.

## Editorially inclined young man

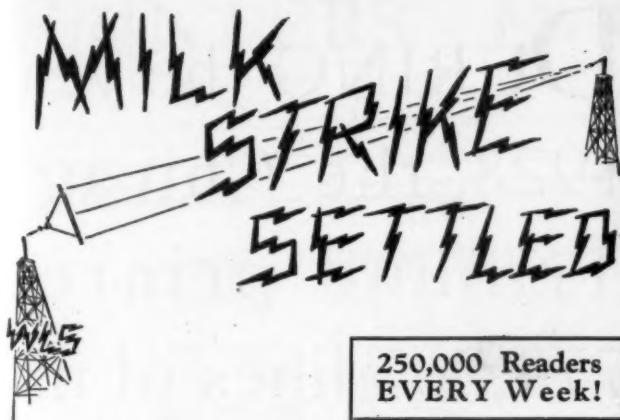
seeks affiliation writing fresh copy using original ideas and new slants, for growing or grown-and-still-growing New York agency. This fella's wide-awake intelligence and flair to handle publicity, coupled with excellent connections, should fulfill his desire to be more valuable than his salary. Box 319, Printers' Ink.

## SOME AGENCY NEEDS ME

My experience capped by seven years with national advertiser investing \$250,000 annually, will be profitable to some agency. I know agricultural advertising, implements, tractors, motors, general merchandise, tools, financial and investments, chemicals, remedies, seeds, nursery stock, guns, fishing tackle, sporting goods; mail order, direct selling, agency procedure; catalog building, follow-ups. Want opportunity in agency to develop ability on contacts and accounts. Highest references. Immediately available. College man, forty. Protestant. Address "BDA," Printers' Ink, 915 Olive St., St. Louis, Mo.

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250,000 Readers  
EVERY Week!

## Another PRAIRIE FARMER Scoop!

Just two hours after Chicago's Milk Strike was ended at 5 a.m., January 22nd—PRAIRIE FARMER, over its own radio station (WLS) broadcasted the good news to its farmer friends and the whole world. By hours, PRAIRIE FARMER beat Chicago's dailies.

Another scoop to add to PRAIRIE FARMER'S long list. More proof that PRAIRIE FARMER, with its own radio station, its own big weekly, its own airplane—brings the big news first to midwest farm folks.

No other can serve you so well in the mighty important job of backing up your dealers and distributors.

 **PRAIRIE FARMER**

**BURRIDGE D. BUTLER**  
Publisher

1230 W. Washington Blvd., Chicago





**DURING** the year 1928, the Chicago Tribune printed 774,207 lines of national rotogravure advertising—more national rotogravure lineage than any other publication in America.

**Chicago Tribune**

THE WORLD'S GREATEST NEWSPAPER